

EIF Webinar Series:
Communications Planning
(MOWIP and Flexible Project Funding)

27 March 2024: 0800 – 0900 EDT

English, with French, Spanish and Arabic Interpretation



Part Eight: Communications, Advocacy, and Visibility

This section applies to **ALL external and internal communication activities** which can take the form of:



A project launch event



A report launch



Inauguration
ceremony of a facility



A policy or any other
publication launch
event



An awareness raising
and outreach activity



Media awareness
raising campaigns



Trainings



Any other
communication activity

Refer to the [EIF Communication, Advocacy, and Visibility Guidelines](#) and ensure the EIF's brand remains visible and is appropriately represented across all multi-media products and activities:



- **Themes:** women's empowerment, gender parity, the role of women in peace and security, and increased opportunities for uniformed women in peace operations.
- **Tone:** Issue-focused, optimistic, forward-thinking, and results-driven.
- **Credibility of messages:** Proper sourcing and presentation of ideas/targets/goals with clear approaches to achieve them.
- **Logo:** Use official EIF logo, standard font, and color specifications

Refer to the [EIF Communication, Advocacy, and Visibility Guidelines](#) and ensure the EIF's brand remains visible and is appropriately represented across all multi-media products and activities. We recommend:



- **Use of multiple platforms** with clear focus, with specific objectives
- **Human-centered** communication
- **Collaboration** with multiple stakeholder
- Coordination with the EIF, at least **4 weeks in advance**

Completing Part Eight

Objective(s)
Target audience
Indicators for measuring performance
Key messages, tools, platforms
Budget and resources
Timeframe
Expected outcomes and impact



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- What you want to achieve?
- Be precise about the desired outcome(s)
- Why is the activity/event being held? What is the purpose? What will be achieved? How does it add value to the overall project?
- And be specific, and aim for what can be practically monitored, and reported on



Day Care Launch Ceremony by the Senegal National Gendarmerie with President Macky Sall along with senior leadership

***Objective:** To increase project visibility and highlight a milestone by the project towards making peacekeeping inclusive and addressing a key barrier to. Meaningful participation of uniformed women in peacekeeping*

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- Who is your audience? What is their demographic (sex-disaggregated)
- What is the target number of participants?
- What are their communication preferences?
- It is important to ensure an equal representation of men and women.



MOWIP Report Launch by the Sierra Leone National Police

The target audience comprised representatives from the police, government, other security institutions the UN, etc. A total of 950 people attended the event: 500 women and 450 men.

Completing Part Eight

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- Establish your key performance indicators and metrics.
- This can be:
 - Number of events/activities
 - Number of participants/representatives/speakers
 - Number of copies of a report/document disseminated
 - Media coverage
 - Social media footprint
 - Number of visits to the website



School Sensitization Sessions as part of a National Recruitment Campaign by the Ghana Armed Forces

The activity targeted high school both young men and young women in high schools in Ghana in two regions. The indicators for measuring performance:

- Number of sessions
- Number of youth that took part
- Number of queries submitted to express interest in peacekeeping, etc.

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- Identify key messages to communicate
- What communication tools you will use (i.e. press releases, newsletters, social media), and choose the appropriate channels based on your target audience
- Making use of multiple platforms
- Integrate the tone and style of the EIF



Uruguay Armed Forces – 1st International Conference 'Peace needs women'

- The key messages revolved around the significant role that uniformed women play in sustainable peace outcomes.
- The event was held in person, and also live streamed.
- Planned media coverage and social media communication
- The EIF published tweets and highlighted the visibility further

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Outline the financial resources required in the form of a budget. This could include costs for:

- Event related costs: venue, etc.
- Publication/printing
- Photography and media related costs
- Any other human resource capacity required

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- Develop a realistic timeline for the activity
- Consider:
 - Availability of resources
 - Budget
 - Capacity
 - availability of the target audience
 - Permits required



School Sensitization Sessions as part of a National Recruitment Campaign by the Ghana Armed Forces

Measures prior to the activity:

- *Permission from the Ministry of Education*
- *Printing of materials to support the awareness raising*

Completing Part Eight

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- What are the expected results of your communication plan?
- Ensure that the project outcomes are fully aligned with the overall goals of your organization.



National Recruitment Campaign by the Ghana Armed Forces

The expected outcome and result is:

- *Increase in interest towards a career in peacekeeping amongst youth*
- *increase in recruitment, and increase in the pool of eligible uniformed women ready for deployment*

To sum up...



- The EIF expects communication planning to be **comprehensive**, covering Objective(s), Target audience, Indicators for measuring performance, Key messages, tools, platforms, Budget and resources, Timeframe, and Expected outcomes and impact.
- In planning any kind of communication activity:
 - it is important to ensure the **EIF brand is made visible**, with the **right logo, style/tone of narratives, and standard design** as per EIF's Communication, Advocacy, and Visibility Guidelines
 - It is also advised to make use of **multiple platforms**, and **coordinate with the EIF at least 4 weeks in advance** for each activity



FPF and MOWIP Webinar Schedule

Thu 28 Mar 2024	0800 – 0900 EDT	FPF and MOWIP - completing the Results Framework
Tue 2 Apr 2024	0800 – 0900 EDT	EIF Risk Matrix, including HACT and HRDDP assessments
Wed 3 Apr 2024	0800 – 0900 EDT	GSU Premium & Template (for T/PCCs that applied for a GSU Premium)
Mon 6 May 2024	0800 – 0900 EDT	Q&A – all funding modalities



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