

# Capacity Building - Part 1



Identify

Analyse

Plan

Engage



# **CONTENT**

- 1. Team Capacity Building**
2. Capacity Needs Assessment Learnings & Recommendations
3. Function of the Communication Information Division - Recap
4. Communications Plan 2018 Analysis – Talanoa Sessions
5. Closing Discussion



TRAINING



SKILLS



LEARN

# CAPACITY BUILDING



COACHING



KNOWLEDGE



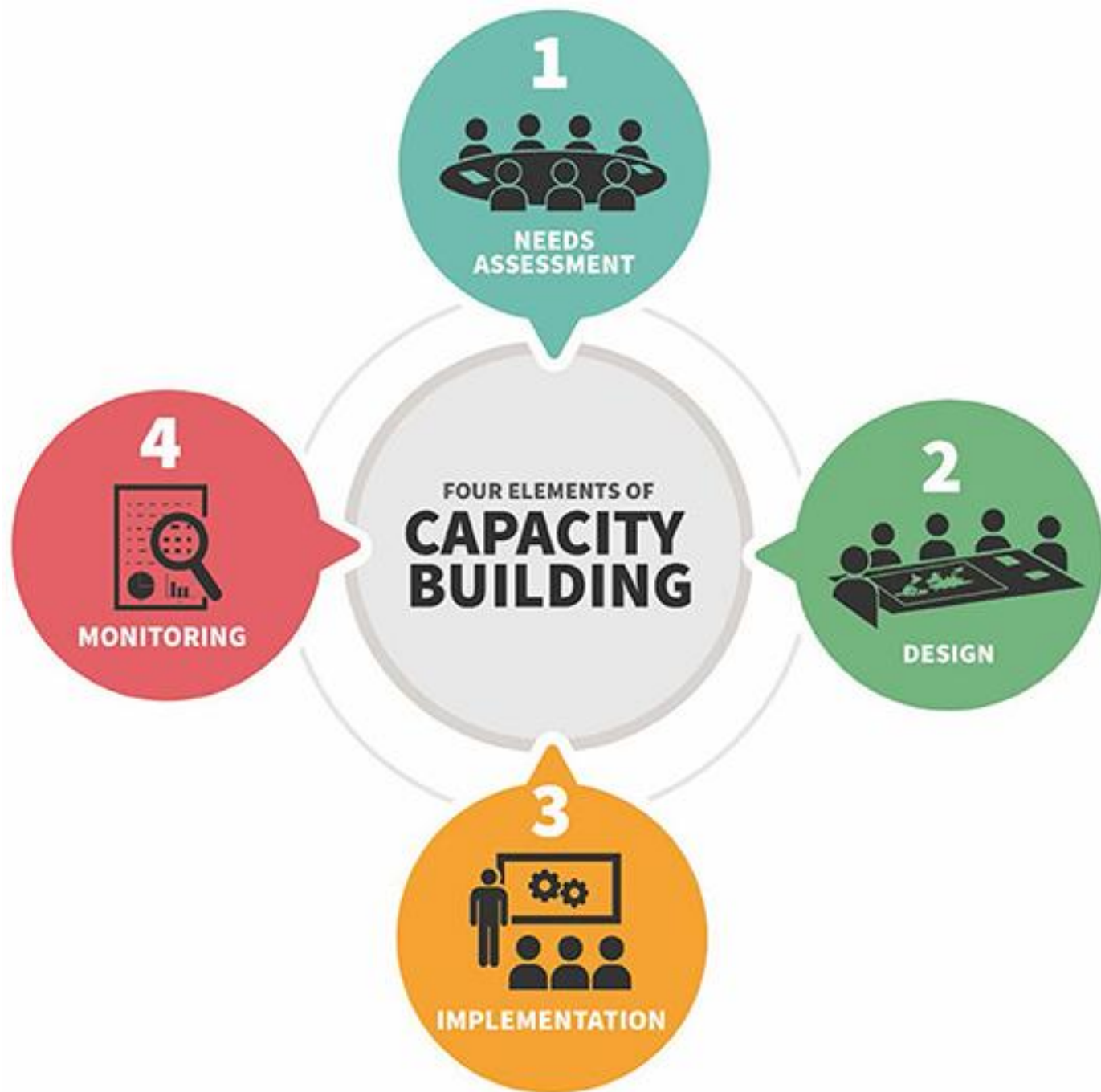
DEVELOPMENT



SUPPORT



Capacity Building for Better Corporate Communication



# 12

## HABITS OF HIGHLY PRODUCTIVE PEOPLE

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THEY REVIEW  
WHAT WORKED



THEY RECOGNIZE  
WHAT DIDN'T WORK



THEY PLAN



THEY ANTICIPATE  
OBSTACLES AND COME  
UP WITH SOLUTIONS



THEY WRITE  
THINGS DOWN



THEY PRIORITIZE



THEY DO ONE  
THING AT A TIME



THEY SET  
BOUNDARIES



THEY AUTOMATE  
AND DELEGATE



THEY ASK IMPT  
QUESTIONS



THEY DEVELOP  
KEystone HABITS



THEY COMMIT TO  
CONTINUOUS  
IMPROVEMENT

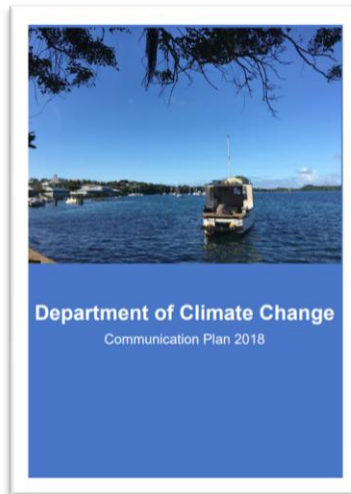


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1. Needs detailed comms strategy planning for each campaign
2. Needs comms team capacity building
3. Needs human resource, equipment and funding
4. Needs proactive leadership & teamwork



Learning

There's a **good plan** but it needs a **good team** (with supported capacity) to get **good results**



Based on the Social and Behaviour  
Change Communication Capacity  
Assessment Tool

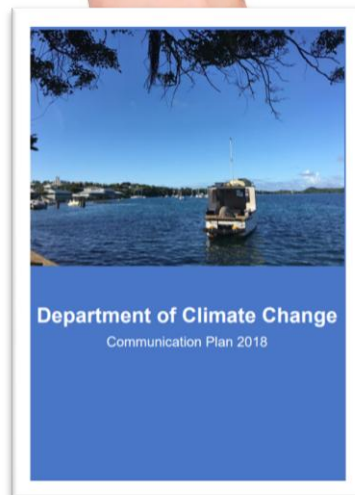
# Recommendation

- Provide communication-related training for the comms officers
- Do regular research or surveys
- Review the Comms Plan and develop a detailed communications strategy

Revise the Comms Plan  
communication objectives and  
align to SMART principles

Use the key elements of effective  
materials and message design

Monitor & evaluate the Comms  
Plan activities





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# Communication and Information Division

**Output 7.06:** Maintained and regularly updated the resources and implemented the climate change communication plan

**Sub-Output 1:** National Climate Change System and Application

**Sub-Output 2:** Climate Change Communication and Awareness

**Sub-Output 3:** National Climate Change Support and Maintenance

**Division's Responsibilities:** Effective management of climate change information system, data security and integrity, databases and backup systems with support in different level and monitor to make sure the safety of the department resources. To conduct and provide national climate change awareness annually programs.



# Communication Plan 2018 - Objectives

- Increase public awareness, knowledge, understanding and participation on climate change and is inclusive of women, youth, the disadvantaged and rural remote communities.
- Affecting behavior among the targeted audience through active participation
- Enhancing access to reliable information
- Building network; fostering collaboration, coordination and knowledge sharing in networks

• Building network; fostering collaboration, coordination and knowledge sharing in networks

# Function of the Corporate Communication Division

- Manages internal & external communications
- Builds the Department's image and reputation
- Facilitates how stakeholders relate and belong to the Department
- Connects with the media
- Drives the Department Communication Plan

## Communication and Information Division

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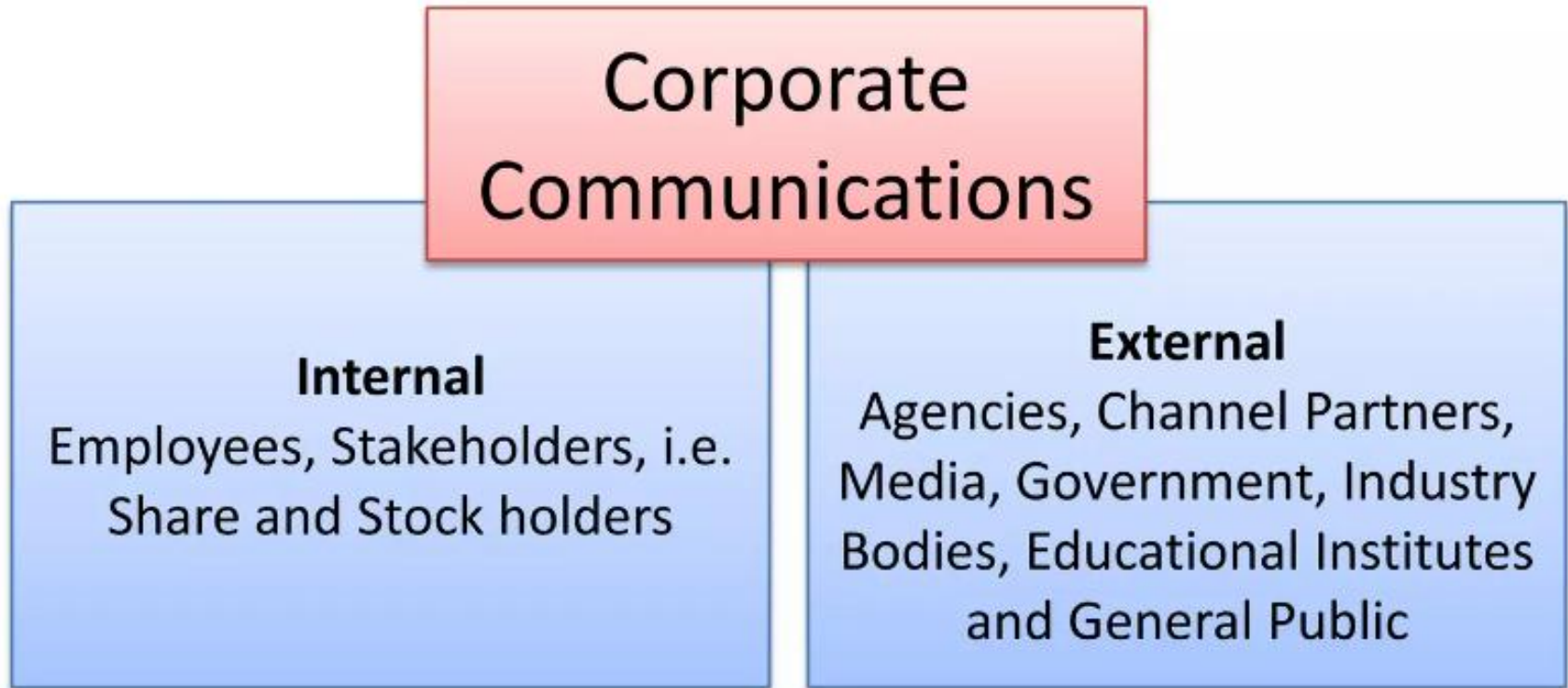




**Corporate Communication is the process of managing and directing all the communication activities of an organisation to achieve its planned goals**



# The Stakeholders



**Corporate Communication is managing and directing an organisation's internal and external communication activities**



A Venn diagram consisting of two overlapping circles. The left circle is green and labeled 'Internal Comms'. The right circle is red and labeled 'External Comms'. The overlapping area in the center is yellow and contains a list of communication methods. The circles are separated by a white border.

## Internal Comms

- Intranet
- Emails
- Meetings
- Training
- Newsletters
- Phone Calls

- Websites
- Social Media
- Flyers
- Events
- Photography

## External Comms

- Advertising
- News Releases
- Conferences
- Speaking
- Engagements





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# Talanoa – Comms Plan Scope



# Communication Plan 2018 - Scope

Table 1 Shifting audience behavior

CURRENTLY	WORKING TOWARDS
Limited application and linkages at a personal level	Understanding climate change impact on lives and livelihoods.
Not including/incorporating climate change as an important issue or a priority in decision making	Empowered to address and include climate change in everyday decision making.
Misinterpretations, and misperceptions due to misleading media information	Providing the correct information and in its correct context thus promoting understanding and behaviour changes.
Awareness material has limited relevancy for audience	Communication programmes and messages are tailor made, use appropriate language to raise the level of awareness and involvement/participation in relevant programmes.
Limited trust in information provided.	Trusted sources are incorporated into awareness materials and targeted specifically to stakeholder groups.

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# Talanoa – Comms Plan Assumptions/Constraints



# Communication Plan 2018 – Assumptions/Constraints

*Table 2 Assumptions/Constraints and Mitigation measures*

ASSUMPTIONS/CONSTRAINTS	POSSIBLE ACTIONS
Lack of resources for the implementation of this plan	Each project is to cover communications in its budget allocation.
Limited media partnership for communications aside from partnership with Department of Information and Communication, MEIDECC.	To develop and maintain partnerships through media networking outside of MEIDECC. This will assist in spreading the messages quickly.
Awareness materials (printed materials are not translated into Tongan vernacular)	To establish a budget for translating of messages into Tongan language which is easy to understand by key stakeholders.
Lack of awareness leads to misunderstanding on reducing vulnerabilities to climate change.	Changing behavior will require changing the way we communicate and deliver the messages of climate change and its impacts. It should be initiated from the Department of Climate Change.
Budget proposed will be enough to cover the expenses of Communications Management Plan	Constant review of Communications Management Plan including timely reviews of budget

# Talanoa – Comms Plan Key Messages



# Communication Plan 2018 – Key Messages

*Table 3 Key Messages from DCC*

**Pillar 1: Heighten public awareness and understanding of climate change**

**Message 1: “Climate change is real and the effects are long term”**

**Pillar 2: Mainstream and institutionalize climate change preparedness**

**Message 2: “It is possible to adapt and minimize the impacts of climate change and;**

**We could further reduce our green house gas emissions through accessing RE and through EE”**

**Pillar 3: Increase national capacity to respond and adapt to climate change**

**Message 3: “Greater risks and damages will accompany having a “do nothing” approach”**

**Pillar 4: Achieve significant changes in public attitudes towards climate change**

**Message 4: “It is our collective role to reduce our vulnerabilities to climate change”**

# Talanoa – Comms Plan Branding & Visual Identity



# Communication Plan 2018 – **Branding and Visual Identity**

- ***Guidelines using logo and tagline***
- ***Tagline*** ‘Improve resilience to impacts of climate change’
- ***Fonts***
- ***Photos***
- ***Photo Releases***

# Talanoa – Comms Plan Audience Analysis





# Communication Plan 2018 – Audience Analysis

Issues in climate change are mapped out in the table below.

Stakeholder	Rationale	Communication Vehicles	Feedback Mechanisms
<b>Internal Stakeholders/Enabling Stakeholders</b> (those with power and resources to strengthen capacity for:			
Minister of MEIDECC and CEO	They are responsible for implementation of international, multilateral and bilateral agreements on climate change and sustainable development.  To act as focal points therefore they need to be well prepared with accurate information.	Newsletter, posters, awareness materials, presentations	<ul style="list-style-type: none"> <li>• Email</li> <li>• Meetings</li> <li>• Training</li> <li>• Formal interviews</li> </ul>
MEIDECC and Department of Climate Change and line Ministries	The seniors of each department that has bilateral, multilateral relation to donors and sponsors can encourage, influence and increase investment to climate change related projects and activities.	Newsletter, posters, awareness materials, presentations	<ul style="list-style-type: none"> <li>• Email</li> <li>• Meetings</li> <li>• Training</li> <li>• Formal interviews</li> </ul>
<b>External Stakeholders</b>			
Educational Institutions	These institutions play a large part in educating the children and also sharing of information through academic research that will also inadvertently reach regional and international levels. Any academic research can be of use to the Department including contributing innovation, therefore a two way road can be established with this stakeholder.	Presentation, Meeting, Workshop, Site visits	Interviews, official/unofficial meetings and site visits inquiries,
Religious Institutions	The Tongan society relies heavily on direction from their religious leaders therefore aiming the communications to include these religious leaders will also enable a fast track of message penetration	Presentation, Meeting, Workshop, Site visits	Interviews, official/unofficial meetings and site visits inquiries,
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# Communication Plan 2018 –

## Audience Analysis

	to the people. These leaders are considered opinion leaders especially in regards to the Tongan demographic, cultural values and beliefs.		
N.G.Os, Civil Society, Private Sectors, General Public, communities, Youth & Women groups, Disability Groups	They set national development and play an important role in driving development of climate change initiatives. Their opinions are important feeding back to the Department the issues they themselves experience at the forefront of Climate Change and Disaster Risk. Affecting behavioral changes will come about working hand in hand with these groups.	Presentation, Meeting, Workshop and Site visits	Interviews, official/unofficial meetings and site visits inquiries,
Policy makers, government officials, town officers etc	Their knowledge concerning their communities and by strategically placing their voices to address their needs and increase their interests in climate change.	Presentation, Meeting, Workshop and Site visits	Interviews, official/unofficial meetings and site visits inquiries,
Media and media networks	They transform and interpret information and disseminate to wider general population.  Enable community mobilization; generate interest groups supporting communication campaigns.	Presentation, meeting, workshop and site visits.	Interviews, official/unofficial meetings and site visits inquiries,

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# Talanoa – Comms Plan Activities & Events



# Communication Plan 2018 –

## Communication Activities and Events

Activity/Event	Purpose	Audience	Timing
Electronic Media	Develop interaction of target audience and engaging online media to enhance awareness and access reliable information. Social media will be able to track and record feedback from the audience.	Internal & External audience	Regularly
Newsletter publication and dissemination	Enhance awareness on Climate Change issues, provision of testimonials and stories from the field and FAQs.	Internal Audience	Quarterly
Brochures, posters, printed awareness material	Enhance awareness, build trust, networking with audience, provides trustworthy information	External Audience	Quarterly
Talk back radio show	Targeting specific messages to community and allows for instant feedback. Other announcements from the Department can be made.	External Audience	Quarterly
TV spots, Documentaries	Enhance awareness, build trust, networking with audience, provides trustworthy information. Opens dialogue with audience	External Audience	Quarterly
TV program panel discussion	Enhance awareness, build trust, networking with audience and provides trustworthy information.	External Audience	Quarterly
Toolkits	Provides reliable information that is updated and made available to those without access to information from the web.	External Audience	Quarterly
Communication Review	Ensuring the communication plan is up to date and is working effectively both internally and externally.	Internal and External Audience	1 year to review, 2 year to generate new CP

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# Communication Plan 2018 – Communication Activities and Events

Activity/Event	Purpose	Audience	Timing
<b>Awareness Week</b>	Raising Awareness with audience, building network, provision of trust worthy information. Encouraging community participation	External Audience	Annually
<b>Mobile Text</b>	Raising Awareness with audience, building network, provision of trust worthy information. Encouraging community participation	External Audience	Annually
<b>Annual Roundtable</b>	Raising Awareness with audience, building network, provision of trust worthy information. Encouraging community participation	External Audience	Annually
<b>Project/Product/ Service Launch</b>	Raising Awareness with audience, building network, provision of trust worthy information. Encouraging community participation	External Audience	Ad hoc basis
<b>Outer Island Travel Workshops</b>	Raising Awareness with audience, building network, provision of trust worthy information. Encouraging community participation	External Audience	Quarterly

# Talanoa – Comms Plan Evaluation of Communication Effectiveness



# Communication Plan 2018 – Evaluating Communication Effectiveness

WHAT TO MONITOR	INFORMATION COLLECTED	INFORMATION SOURCE	INFORMATION USE
<b>RESULTS OF ACTIVITIES</b>	<p>What has been done?</p> <p>What has not been done but was planned to be executed?</p> <p>What problems have been encountered during activity?</p> <p>How were the problems addressed?</p> <p>Has the situation changed?</p> <p>Any other information relevant to the programme?</p>	<p>Regular record of activities</p> <p>Periodic reports</p> <p>Records of meetings, workshops with programme partners and target audience</p> <p>Participants reviewed</p> <p>Newspapers, radio and online and social media feedback</p> <p>Informal discussions</p> <p>Observation</p> <p>Surveys</p>	<p>Helps to plan for future work/activities</p> <p>Identify successes</p> <p>Identify opportunities to build on strengths</p> <p>Identify problems and weaknesses, plan strategies</p> <p>Review priorities</p> <p>Identify training needs for both the team who are the implementers and target audience.</p> <p>Identify need for further information, research and possible tailoring of work</p>
<b>PROGRAMME INPUTS</b>	<p>What is needed and where it can be found (e.g) artist and drama groups,</p> <p>Frequency of activities needed and availability</p> <p>Cost of activities</p>	<p>Stakeholder/Partners reports</p> <p>Reports from Government</p>	<p>Plan and schedule activities</p> <p>Monitor costs and budget accordingly</p>



# Communication Plan 2018 – Evaluating Communication Effectiveness

<p>Progress of programme according to objectives</p>	<p>Progress towards achieving objectives</p> <p>Are objectives still relevant</p>	<p>Information about key indicators</p> <p>Observation</p>	<p>Modify strategy objectives if necessary</p> <p>Feedback</p> <p>Identify need for review or evaluation</p> <p>Identify need for improvements in monitoring system</p>
<p>Programme Management</p>	<p>How are decisions made?</p> <p>Are the people supposed to be involved really involved?</p> <p>Do the partners and target groups affected by the programme still feel a sense of ownership of the programme?</p>	<p>Number of participation.</p> <p>Access to the communication strategy planning, and tools</p> <p>Opportunities for participation offered by the activities</p> <p>The mechanisms used to encourage participation and the proportion of targeted audience</p> <p>Number of meetings</p> <p>Discussion with relevant groups</p> <p>Observation</p>	<p>Require to change management style</p> <p>Identify need to change methods to encourage more participation.</p> <p>Identify problems in relationship between partners /target groups/staff involved in the work and address them</p>

# Communication Plan 2018 – Evaluating Communication Effectiveness

<p><b>Background Information on target audiences and context</b></p>	<p>Has there been any significant political, economic, social or environmental developments affecting the target audiences/groups?</p> <p>Have there been any developments affecting the programme?</p> <p>How is the target audience changing in terms of the characteristics/attributes/ behaviors the programme is hoping to influence?</p>	<p>Surveys</p> <p>Sources of information about economics, politics etc.</p> <p>Meetings with other agencies/partners</p> <p>Government officials</p> <p>Observation</p>	<p>On-going collection of baseline data, which can be used to evaluate progress</p> <p>Respond to changing situations</p> <p>Keep in touch with relevant work by Government and partners/agencies</p>

# Communication Plan 2018 – Evaluating Communication Effectiveness

COMMUNICATIONS OBJECTIVES	SUCCESS INDICATOR	VERIFICATION	TIMING
Increase public awareness, knowledge, understanding and participation on climate change and is inclusive of women, youth, the disadvantaged and rural remote communities.	Presence of DCC stories in wider media network outside of MEIDECC channels and websites.	Media monitoring – collecting online and media articles mentioning DCC.	Collection on daily/weekly basis and reporting to Director of DCC.
Affecting behavior among the targeted audience through active participation	Timely successful dissemination of communication material	Log of disseminated materials.	Dissemination to Senior I&C Coordinator on monthly basis.
Enhancing access to reliable information	Presence in global media network communication materials such as UNFCCC publications etc		As disseminated
Building network; fostering collaboration, coordination and knowledge sharing in networks			

networks  
knowledge sharing in  
coordination and  
fostering collaboration

# Talanoa – Comms Plan Roles & Responsibilities



# Communication Plan 2018 – Roles and Responsibilities

Title	Roles and Responsibilities
Climate Change Senior Communications Officer	Oversees message development
	Oversees broad and specific team functions
	Ensures required resources are acquired for team members and assigned duties
	Communicates with officials in Department of Information and Communication
	Coordinates team schedules, meetings with other entities
Communications Officer	Develop communication work plan and budget
	Communicating with the public to increase awareness
	Preparing and delivering presentations to partners and stakeholders
	Designing media strategies and plans
	Partnering with news media to optimize coverage and publicity
	Organizing press conferences for Department of Climate Change officials to disseminate information
	Identifying and creating public relations opportunities
	Developing promotional and educational material for distribution
	Organizing promotional activities and events
	Responding to public inquiries
	Maintain and sustain Climate Change portal

	Maintain and sustain Climate Change portal

# Talanoa – Comms Plan Budget



# Communication Plan 2018 – Budget

List of Activities	Details	Annual Timeframe	Estimated Cost (USD)
<b>Print Material for Promotional and for Information</b>	<ol style="list-style-type: none"> <li>1. <b>Tee Shirts:</b> 100x with messaging in English and Tongan (for special events and for schools)</li> <li>2. <b>USB Wristbands:</b> 100x 4.</li> <li>3. <b>Posters:</b> 200x</li> <li>4. <b>Brochures:</b> 500x in English and Tongan</li> <li>5. <b>Fact sheets:</b> 200x to include facts from assessment findings i.e. CBA, SEA, V&amp;A or Gender analysis</li> <li>6. <b>Newsletters:</b> detailing success story and achievements (could be electronic newsletter to be uploaded into the website/portal).</li> </ol>	Q3 & Q4	10,000
<b>Awareness and Education:</b>	<ol style="list-style-type: none"> <li>1. <b>School Forums and Competitions:</b> organize school forums and competitions on climate change adaptation.</li> <li>2. <b>Special Events (World Environment Day, etc):</b> allocate and distribute materials and school quiz</li> <li>3. <b>School visits:</b> lecture and talks</li> <li>4. <b>Community Outreach:</b> hold information, feedback and consultation sessions</li> <li>5. Awareness consultations with Government, NGOs &amp; Private Sectors</li> </ol>	Q1 and Q4	25,000
<b>TV and Radio</b>	<ol style="list-style-type: none"> <li>1. Radio programmes and talk back show (twice a month)</li> <li>2. TV Programs (twice a month)</li> <li>3. TV Documentary (1)</li> </ol>	Q4	20,000
<b>Knowledge Management</b>	<ol style="list-style-type: none"> <li>1. 1x File collection of T-CCTF and CC general news clippings, copies of videos &amp; feedbacks, etc</li> <li>2. Website regularly updated</li> </ol>	Q4	5,000
<b>Total Budget</b>			<b>60,000</b>





**MARKETING**



**ADVERTISING**



**PR**



**BRANDING**

# Closing Discussion



