



INTRA-ACP GCCA+ PROGRAMME An initiative of the ACP Group of States funded by the European Union's European Development Fund

Intra-ACP Global Climate Change Alliance Plus (GCCA+)

Regional programmes

Strengthening the Resilience of the IGAD region to the adverse
Impacts of Climate Change through effective Adaptation and
Mitigation Actions (RICCAMA)

Communication and Visibility Plan

2019-2022

PREFACE

The overall objective of the RICCAMA project to increase the resilience of the IGAD region to the adverse impacts of climate change and contribute to the achievement of the UN's Sustainable Development Goals in particular its Goal 13 "**Take urgent action to combat climate change and its impacts**" in order to reduce poverty and promote sustainable development. This Communication and Visibility plan aims at supporting the achievement of such objective through efficient use of Communication, Advocacy, Social Marketing and Visibility activities. It builds on ICPAC's Communication Strategy, which includes an Advocacy Objective on Climate Action¹. This Communication and Visibility Plan adopts a People centred story-telling approach, which is in line with GCCA+ and ICPAC Communication Strategies. The Plan also draws on the main communication strategic directions of ICPAC, which includes going Digital, Radio first, approach and high quality audiovisual content. Whenever possible, RICCAMA will emphasise the impact of the project on lives and livelihoods individuals and communities. The use of suitable (local) languages is advised when implementing this plan. Activities will be closely coordinated with the European Union, EU-financed actions and Member States and other stakeholders to ensure a multiplier effect of benefits and outcomes.

This Communication and Visibility Plan will provide particular importance to give visibility to new winning ideas, best practices, fresh Climate Change information, and interact with sectoral leaders in the IGAD member states, as well as regional and global Climate Change leading stakeholders. Activities have been designed to leverage on the power of technology and knowledge management to give visibility to solutions to Climate Change, challenges and maximizing opportunities where they exist. This Plan provides a fundamental role to communications, advocacy, awareness creation and knowledge sharing to achieve the Global Climate Change Alliance Plus (GCCA+) and RICCAMA goals. The plan includes a set of visibility activities to ensure this EU flagship initiative, is visible both in IGAD member states, other ACP countries and internationally.

I. INTRODUCTION

The European Union (EU) has funded Intergovernmental Authority on Development (IGAD) a €1.6 million towards Strengthening the Resilience of the IGAD region to the adverse Impacts of Climate Change through effective Adaptation and Mitigation Actions (RICCAMA). This funding is within the framework of an existing Financing Agreement with the Secretariat of the ACP Group of States ("ACP Secretariat") for the implementation of the Intra-ACP Global Climate Change Alliance Plus (GCCA+) Programme. The overall objective of this Action is to increase the resilience of the IGAD region to the adverse impacts of climate change and contribute to the achievement of the UN's Sustainable Development Goals in particular its Goal 13 "Take urgent action to combat climate change and its impacts" in order to reduce poverty and promote sustainable development. It also contributes to the implementation of the regional component of the GCCA+ Programme.

The ACP Secretariat is the Contracting Authority and Authorising Officer for the Intra-ACP GCCA+ Programme and thus a member of the RICCAMA's Steering Committee with ICPAC's technical support unit facilitating the project's implementation. The ACP Secretariat is in charge of monitoring and reporting on the implementation of the Intra-ACP GCCA+ Programme

¹ ICPAC Communication and User Engagement Strategy and Action Plan 2020-2025.

consequently, IGAD has agreed to cooperate with ACP Secretariat, in particular on aspects related to the Programme's visibility, communication, monitoring and reporting.

The purpose of any communication and visibility exercise is to inform, advice, educate, seek approval or elicit feedback from concerned stakeholders of the project. Learning from others, being ex-posed to best practices, fresh information and new winning ideas are fundamental when dealing with climate change issues. This Communication and Visibility Plan will ensure valuable communication about the projects' opportunities to IGAD Member States, informing important external stakeholders and the public about the impact of the project while ensuring EU visibility during its implementation.

The project is being implemented in the IGAD region and its **specific objectives include:**

- 1) Enhance the capacity of IGAD, through the IGAD Climate Prediction and Applications Centre (ICPAC), to address regional and national climate change challenges and support IGAD Member States.
- 2) Support IGAD Member States to mainstream climate change adaptation and mitigation into their strategies and policies and align them to the Paris Agreement and other UNFCCC aspirations.
- 3) Promote engagement and strategic dialogue across relevant stakeholders to manage and share information, knowledge and capacity in support of climate initiatives and actions across the region.
- 4) Strengthen the capacity of other regional and national institutions for improved service delivery within the IGAD region for addressing climate change-related challenges.

Target groups include regional and national technical institutions and centres, policy makers, National Meteorological and Hydrological Services (NMHSs), Government line ministries, bilateral and multilateral development partners, universities, civil society, NGOs, UNFCCC focal points, community groups, urban planners, forestry authorities and organizations, local governments and extension services and practitioners among others.

Final beneficiaries include regional and national technical institutions and centres, Regional and national policy makers, vulnerable communities, universities, civil society, Government line ministries, energy companies, etc.

Four expected result areas from this action:

- **Result 1:** IGAD's specialized institution, ICPAC, has dedicated operational and institutional capacity to support the needs of Member States in relation to climate change issues and to the implementation of the Paris Agreement (including resource mobilization for NDCs).
- **Result 2:** The implementation of regional and national climate change strategies and policies that contribute to the achievement of the Paris Agreement objectives (including NDCs) is supported.
- **Result 3:** Strategic dialogue between IGAD and its Member States is strengthened, negotiation capacity built, relevant information and knowledge about climate actions shared.
- **Result 4:** The provision of services by regional and national institutions involved in capacity building, research and innovation in relation to climate change adaptation and mitigation is strengthened.

This Communication and Visibility Plan, therefore, aims at supporting RICCAMA to achieve its objective while implemented in line with corporate guidelines and frameworks provided by GCCA+² and ICPAC³ and the EU⁴ communication guidelines.

The RICCAMA project activities, achievements and results will therefore be disseminated and shared widely with various stakeholders through implementation of this communication, advocacy and visibility plan. The plan will facilitate ownership and engagement, transparency, implementation and visibility of the project. This document consists of seven sections i.e. objectives, target audiences, key messages, workplan, dissemination tools, monitoring & evaluation and budget required to implement the plan.

I. OBJECTIVES

Communication and visibility objectives

- Improved reporting, and public debates around Nationally Determined Contributions (NDCs), Green House Gas emissions, climate policy and Climate Change in the IGAD region
- Provide visibility to impacts of Climate Change and vulnerability of local populations
- Advocate for policy changes and financing in support of Climate Change adaptation and mitigation actions
- Provide visibility to Services offered by RICCAMA and impact (outcomes) of interventions / activities
- Provide visibility and advocate for winning ideas, best practices and Climate Solutions as well as the EU as key driver of the Action and International Development
- Increase demand for services provided by ICPAC / RICCAMA and other relevant institutions, and expand partnerships with relevant public, private and non-governmental institutions

II. TARGET AUDIENCES

- a. **Primary audience:** Various actors involved in decision and policy making on climate change

- **Regional bodies** (IGAD, EAC, SADC, COMESA, IOC, etc) that coordinates national and regional trans-boundary issues
- **National institutions and other stakeholders** whose mandate is to legislate, and finance Climate Change, ratify international treaties, conduct Climate negotiations and set the agenda on Climate Change (eg. UNFCCC focal points, urban planners, forestry authorities, etc)
- **Partner who will derive value-added** Climate Information (eg. NHMS)
- **Media** who set the public debate and enable advocating and generating demand for Climate Action
- **Opinion leaders** in the Eastern Africa region (eg. Public figures, Religious leaders)
- Organizations with **multiplier effect** (eg. Key Climate stakeholders, NGO's, Private Sector, Community Groups)

² Communication and Knowledge management guidelines (EU, 2018)

³ Communication and Engagement Strategy and Action Plan 2020-2025 (ICPAC, 2020)

⁴ Communication and Visibility in EU-financed external actions. Requirements for implementing partners (EU, 2018).

- b. **Secondary audience:** Products end-users that will be directly and positively affected by the action:

- **Relevant governmental ministries and departments** including Ministries and departments in charge of environment and natural resources, Ministries of Finance, Ministries and departments of agriculture and animal resources, conservation and wildlife agencies, forest management agencies
- **Local governments and extension services**
- **Higher learning organizations or institutions**
- **Non-governmental organizations** all of whose activities are performed in the field of climate change adaptation and mitigation
- **Climate tracking agencies**
- **Opinion leaders** in the EU

- c. **Final beneficiaries:** All the organizations, communities and individuals dealing with long-term climate adaptation and mitigation

- Regional and national technical institutions and centers
- Regional and national Policy and decision makers
- Farmers, herders, fishermen and rural communities
- Urban populations
- Nomadic pastoralists
- Civil services
- Local authorities
- Civil Society Organizations
- Private Sector (eg. Energy, Infrastructure etc)
- Vulnerable communities within the East Africa Region.

III. KEY MESSAGES

Key messages of the Communication and Visibility Plan revolve around the problems generated by Climate Change in Africa and in the IGAD region, the urgent need to adapt and mitigate Climate Change and the solutions that need to be promoted. The use of new data and information as well as well-established research will be prioritized.

In particular, RICCAMA key messages will revolve around:

- Observed and expected changes in Climate associated to Climate Change (eg. Temperature, Rainfall, Cyclones and other extreme weather), with a special emphasis on records and rare events.
- Impacts of Climate Change on local populations (eg. Agriculture, livestock, Industry, Cities, Transport, Livelihoods, Landscapes)
- Implementation and reporting of NDCs is key for Sustainable Development
- Green House Gas emissions need to be reduced urgently and significantly
- Cost-effectiveness of Climate Solutions (and investing in Adaptation and Mitigation)

- The benefits of Climate Solutions (eg. Smart Agriculture, Smart Cities and Infrastructure, Climate resilient Urban Planning, sustainable Forestry, resilient Landscapes and Ecosystems, Soil conservation etc).
- Access to Trainings, Climate Finance and Carbon Markets
- The EU and its Member States are 100% committed to climate action and have adopted a new European Green Deal (which includes moving to a clean, circular economy, restoring biodiversity and cutting pollution).

Slogan

RICCAMA will initially adopt the following slogans:

Climate is changing, change for the better

Building a climate resilient and green IGAD region

Across key messages, the following guidelines will be applied

- Always use of simple language
- Create simple and clear key messages
- Use trusted sources of information
- Focus on climate solutions
- Refer to future generations, people and families
- Make the facts of climate science understandable
- Account for uncertain in future climate change

Some GCCA+ General messages

- Helping vulnerable communities in the frontline of climate change impacts
- Climate is changing, change human and natural systems for the better
- Improving people's livelihoods while fighting climate change
- Adapting to climate change generates wellbeing for your family
- Responding to a global challenge with local projects and solutions
- Creating a better future in a changing climate and sustainability
- Limiting global warming for people's and planet prosperity

Some GCCA+ Thematic messages

- Crop resilience can save lives
- Working with local knowledge to build climate resilience
- Improving people's livelihoods while protecting the environment
- Introducing aquaculture, soil conservation, new and more resilient crops
- Reforestation and use of solar panels create new skills and new sources of energy
- Water storage is key to resist against sea level rise, drought and floods
- Promoting village savings and loan initiatives
- Small scale irrigation for a longer crop season
- Promoting climate resilient and sustainable agriculture for food security

The EU Involvement

- The EU recognizes climate change as one of the main global challenges
- The EU is leading a process that made the case for climate change worldwide
- The EU and its Member States are 100% committed to Climate Action and have adopted a new European Green Deal
- At least 20% of the EU 2014-2020 budget (as much as €180 billion) will be earmarked for climate change related actions.

Climate, health and agriculture

- Raising temperatures increase the range of diseases-carrying insects such as mosquitoes, and affect the rates of cardiovascular, respiratory, and kidney diseases.
- Severe weather events such as cyclones can lead to devastating human loss within vulnerable communities with already high mortality rates
- Scarcity of water supply and strains on our food systems can increase food and water-borne infections
- Children/women/elderly/poor communities are disproportionately affected by health consequences from climate change (extreme weather events)
- Severe weather events take a toll on communities such as the costs to protect and rebuild
- Local communities can suffer from weather-related expenditures, business interruption, and loss of employment
- The changing climate patterns can alter agricultural productivity, output and is threatening farmers livelihoods

The following text will be used to describe the GCCA+:

The Global Climate Change Alliance Plus (GCCA+) is a flagship initiative of the European Union helping the world's most vulnerable countries to respond to climate change. It started in just four countries with pilot projects in 2008, and has become a major global climate initiative that up to date has funded over 70 projects of national, regional and worldwide scope in Africa, Asia, the Caribbean and the Pacific.

GCCA+ commitments amount to 737 million euros for the period 2007- 2020.

The initiative helps mainly Small Islands Developing States (SIDS) and Least Developed Countries (LDCs) increase their resilience to climate change.

The EU GCCA+ also supports these countries with the implementation of commitments (the Nationally Determined Contributions/ NDCs) resulting from the Paris Climate Agreement, the 2030 Agenda for Sustainable Development and the new European consensus on sustainable development. www.gcca.eu #GCCAPlus

IV. COMMUNICATION AND VISIBILITY WORKPLAN

The following Communication and Visibility plan has made use of appropriate channels and tools to reach key target audiences. It includes activities aligned with GCCA+ and ICPAC Communication Strategies and leverages on partnerships with individuals and organizations with

potential multiplier effects. This plan provides an outline of activities to be conducted, however RICCAMA will capitalize on opportunities that may arise over the course of the project.

Table 1: Visibility and Communication Workplan

No.	Activity	Target Audience	Channel	Output / Outcome	Timeline	Person responsible / Budget
1.	Creation of at least two tweets and Facebook Posts a week ⁵ .	General Public, Practitioners, Scientists, Policy Makers	Facebook, Twitter, Instagram, LinkedIn, Youtube	Two social media posts with strategic Tags and Hashtags	Every week	RICCAMA Team / ICPAC Comms
2.	Creation of at least 2 tweets (consider threat) and Facebook posts a month with a GIF or Video to highlight climate change ⁶	General Public, Practitioners, Scientists, Policy Makers	Facebook, Twitter, Instagram, LinkedIn, Youtube	Two social media post with GIF ⁷ or Video a month	Every two weeks	RICCAMA Team / ICPAC Comms
3.	Training to scientists / environmental/climate journalists of IGAD countries on Climate Change reporting	Journalists	Training	Journalists trained in Climate reporting / increased quality of sustainability reporting	Every Year	€29 500
4.	Sponsor and geo-target Social Media content (Facebook, Twitter, Instagram)	Journalists, General Public, Technical Officers, NGOs	Social Media	Increased digital visibility and engagement	Continuou s	€500 RICCAMA and ICPAC Comms Team
5.	Produce at least one monthly short (1 minutes) explanatory Video for Social Media on a topic of interest to RICCAMA Users	General public, journalists, NGOs, technical officers	Social Media	Increased digital visibility and engagement	Once a month	ICPAC Comms
6.	Use Yuxtapose to visualize environmental change in East Africa on ICPAC Website	General Public, journalists, NGOs, technical officers	Website	Increased visibility of climate change in Eastern Africa	Continuou s	RICCAMA Team
7.	Press Releases in strategic fields (e.g. release of key data on climate change in the region, launch of reports)	Journalists	Email and Media (Broadcast and Print)	Early actions taken, increased visibility of environmental change and improved advocacy for sustainable	When necessary	RICCAMA Team and ICPAC Comms

⁵ See section III on RICCAMA key messages

⁶ See section III on RICCAMA key messages

⁷ GIF's of Videos have 6 times more chances of being retweeted / shared than still images. Videos or GIFs produced with the financial support of the EU must contain at the end of the production the following text: "This film / video was produced with the financial support of the European Union."

				management of resources		
8.	Press Conference to launch exceptional / crucial information ⁸	Journalists	Press Conference		When necessary	RICCAMA Team and ICPAC Comms
9.	Pitch to Broadcast and print media Climate Change stories and facts	Broadcast Media (TV, Radio, Newspapers) Private and Public.	Articles	Increased visibility of climate change and public debates around NDCs in East Africa		RICCAMA Team and ICPAC Comms
10.	Production of publicity materials with clear slogan and EU Visibility	Technical officers, Donors, General Public	Merchandising	Educational Materials, Brochures, Posters, banners, stationary, merchandising strategically distributed	TBC	€4.800 RICCAMA Team Externalised
11.	Disseminate periodic key information to users that have Signup on ICPAC mailing to receive updates on Climate Change	Technical officers/practitioners, Donors, NGOs, UN, General Public, Journalists	Email / Mailchimp	Mailchimp Inclusion in ICPAC's mailing list of option to Sign Up to Climate Change Products	Quarterly	RICCAMA Team and ICPAC Comms
12.	Production of short Video with Human Story around impacts of Climate Change in the IGAD region and RICCAMA (e.g. Impacts on Agriculture, Infrastructure, Livelihoods)	Donors	Video (to be disseminated digitally and displayed at conferences)	Short Video on impacts of Climate Change and RICCAMA produced	Once	€5000
13.	Production of Policy Briefs for research conducted to summarize Policy Recommendations	Policy / Decision makers	Policy Brief	Improved advocacy for Climate Action	When producing research	RICCAMA Team and ICPAC Comms
14.	Bilateral Advocacy meetings	Policy / Decision makers	Face to face Meeting	Improved advocacy for sustainable management of natural resources	When necessary	RICCAMA Team
16.	Participate actively and present key data in regional networks such as the Food Security and Nutrition Working Group / Climate Outlook Forum	Technical officers/practitioners, Donors, NGOs, UN			Once a month / Quarterly	RICCAMA Team
17.	Create a Segment on Climate Change in ICPAC's email marketing software to allow Users to Sign Up to receive	Technical officers/practitioners, Donors,	Email / Mailchimp	Early actions taken, informed decision making	TBC	ICPAC Comms Team

⁸ Press Conferences held in the context of the communication and visibility plan of an EU-Financed action must always be organised in cooperation with the project Officer at the EU Delegation in Djibouti. At the Press Conference itself, the EU flag must be displayed if other flags or emblems are being displayed.

	updates (Ensure Mailing list is updated with all partners). Include all Users to be targeted⁹.	NGOs, UN, General Public, Journalists				
18.	Periodic Updates of Website	Technical officers/practitioners, Donors, NGOs, UN, General Public, Journalists	Website	Increased used of data / resources produced / made available by RICCAMA	Continuou s	RICCAMA Team
19.	Social Media and email campaign to inform on Geoportal, available EO and Open Data for Applications	Technical Officers, Donors	Social Media, email	Increased used of data / resources produced / made available by RICCAMA	Quarterly	€100
20.	Social Media campaign on Services provided by RICCAMA	Technical officers, Donors	Social Media	Increased used of data / trainings / resources produced / made available by RICCAMA	Continuou s	€100
21.	Train FM Radios on Climate Solutions / sustainable behaviors / nature-based solutions or farming practices to be promoted among audiences	Journalists, local populations, smallholder farmers, pastoralists, urban populations	Radio	Adoption of sustainable / resilient behaviors at the local level	Once a year	€19.500
22.	Presentations of Climate Change key data and importance of NDCs to Parliamentary Committees, Council of Governors, individual bilateral MPs and Universities of the region	Youth, Policy / Decision Makers	Presentations in front of Parliaments / High level decision makers / Universities	Increased visibility of climate change and improved advocacy for climate action	Quarterly	RICCAMA Team €500
23.	Strategic Fairs and Events	Practitioners	Fairs / Events	Increased visibility of climate change and improved advocacy for climate action	Twice a year	RICCAMA Team
24.	Scientific Papers	Scientists	Academic / Scientific Journals	Increased visibility of RICCAMA / ICPAC / GCCA + among the scientific community	Once a year	RICCAMA Team
25.	Active engagement of relevant public and private stakeholders in IGAD member countries	Potential new users	E-mail, calls, in person meetings, Brochures	Increased visibility of RICCAMA and ICPAC and improved reach	Continuou s	RICCAMA Team

⁹ Include primary, secondary and final beneficiaries, ensuring all key beneficiaries of the four Applications are included in the mailing list. Ensure the media, the private sector are well represented.

				of advocacy for climate action		
26.	Ensure web links to RICCAMA / ICPAC Climate Change page on Websites of partner organizations or pages of global networks working in Climate Action	Users interested in Climate Action	Websites and Web articles	Increased visibility of RICCAMA	Continuou s	RICCAMA Team
27.	Identify, follow and engage with Twitter accounts from Management roles at the EU (e.g. EU Aid, DEVCO, EU Science Hub, Copernicus, EUMETSAT), African Union, UNFCCC, IPCC and influencers in Climate Policy and Climate Action arena	Donors, Decision and Policy Makers	Twitter	Increased visibility of RICCAMA	2020 and continuou s	RICCAMA Team ICPAC Comms Team
28.	Train influencers and opinion leaders from the region in Climate advocacy (Instagram, Twitter, religious leader, indigenous, culture, community elders). Appoint them as Climate Action Ambassadors.	General Public Opinion Leaders	Digital and in person training	Increased coverage and public debates around Climate Change	2021	Partnership with key organization (eg. UNEP, UNDP)
29.	As a "User-centric" programme, send a Customer Satisfaction Survey to all RICCAMA users	All Users	KoboToolBox , link to survey to be sent by email	Improved, user-oriented services	Once a year	RICCAMA Team
30.	Include a Call to Action button to give feedback on the RICCAMA / ICPAC website	Digital users	Button on website	Improved, user-oriented services	2020	RICCAMA Team
31	Website – Project page (will display EU emblem and link to relevant EU websites). The EU Emblem will be also displayed on ICPAC's website Homepage as a key partner, with a link to an EU relevant website. The website will display the project status and provide links to relevant documents, contacts, human stories and audiovisual materials ¹⁰ .	Digital users	Website	Increased visibility of RICCAMA and the EU	Continuou s	RICCAMA Team
32	Blog posts on Medium, at least once every three months	Digital users	Medium	Increased visibility of RICCAMA, the EU and Climate Change in the IGAD region	Continuou s	RICCAMA Team
34	Contributions to the GCCA+ Newsletter (Case studies, Human Stories, training materials, good practices,	Digital users, Donors, technical officers	Newsletter article	Increased visibility of RICCAMA	Twice a year	RICCAMA Team

¹⁰ When the project comes to an end, the Project Team will make all the key materials and documentation generated by the action (video, photo, technical outputs such as studies and training materials, available to the EU in an appropriate format).

	toolkits, educational materials etc)					
35	Human Stories from the field for digital channels. Contribute to “Stories from the field” of EuropeAid.	Digital users, Donors, technical officers, general public	Newsletter article and Social Media posts	Increased awareness of Climate Change impacts in the region	Twice a year	RICCAMA Team with the support of ICPAC Comms
36	Dissemination of Videos and contents produced by RICCAMA through GCCA+ Youtube Channel, EuropeAid website, Capacity4Dev, the GCCA+ Community and overall the main EU's key Social Media and digital platforms.	Digital users, European audiences	Digital platforms	Increased awareness of EU external action the IGAD region	Continuou s	RICCAMA Team
37	Social Media campaign to collect Human Stories from the ground with the Hashtag Make a campaign #TellyourClimateStory	Digital users, Donors, technical officers, general public	Postings	Increased awareness of Climate Change impacts in the region	2020 and once a year	RICCAMA Team with the support of ICPAC Comms
38	Social Media Live Questions and Answers “Ask the Expert”	Digital users, Donors, technical officers, general public	Postings	Improved, user-oriented services	Once every two months	RICCAMA Team with the support of ICPAC Comms

Low	
Medium	
High	
Very high	

Important note: All products must by default be disseminated in digital form. Any paper versions must be produced with best environmental practice in mind¹¹.

V. DISSEMINATION TOOLS

It is recommended for RICCAMA to make use of existing Social Media accounts to increase its visibility. This includes disseminating its messages through ICPAC’s and the EU’s Facebook, Twitter, Instagram and LinkedIn accounts. The creation of a content calendar is recommended. The content must be leveraged where appropriate through partnerships with organizations and individuals with a potential multiplier effect. Postings will seek regular engagement with key European Union’s accounts (EuropeAid, different DGs and specialized Agencies, DEVCO, ECHO, EU-finance actions as well as IGAD member states and stakeholders).

Content mix:

¹¹ Publications produced in the context of an EU-financed external action must be cleared by the European Union before publication.

- 70% RICCAMA monitoring information, key climate data, facts and human stories (including Video, photo, aerial imagery, maps)
- 30% Corporate communications (branding of RICCAMA Services, activities and impacts)

Overall, RICCAMA messaging needs to advocate for the adoption of policies and behaviors that promote Climate Action.

Regional advocacy goals:

- Advocate for Climate Action (Climate Change Mitigation and Climate Change Adaptation)
- Advocate for locally-based solutions to climate change
- Advocate for Open Data and use of Climate Information for Sustainable Development
- Advocate for sustainable practices (e.g. energy, forestry, natural resources management, agriculture)
- Advocate for conservation and sustainable management of ecosystems and biodiversity
- Advocate for domestic financial resource allocation to climate action
- Advocate for policies in favor of food security

Accounts to pay especial attention on Twitter:

- Key journalists and media in Climate reporting and tracking NDCs (eg. Carbon Brief)
- Accounts from Management roles at the EU (e.g. EU Aid, EU Science Hub, Copernicus, EUMETSAT), African Union **and influencers in Climate Policy and Climate Action**
- Intra-ACP GCCA+ Programme and other EU relevant programmes
- UNFCCC
- IPCC
- Global Coalitions for Climate Action
- Multilateral Climate accounts (eg. UNDP Climate, WB Climate, FAO Climate, UNEP Climate etc)
- WMO
- African Union
- Institutional Accounts from Member countries (Key government departments, national and local)
- Key NGOs operating in IGAD member countries and in the region
- Key Academic institutions
- Key Private Sector operating in member countries and the region
- EUMETSAT
- EUMETSAT Users
- Copernicus EU
- Copernicus ECMWF
- Copernicus EO Data
- Copernicus EMS
- Copernicus Incubation

VI. MONITORING AND EVALUATION FRAMEWORK

This Monitoring and Evaluation framework which will help assess the success of Communication and Visibility activities conducted by RICCAMA.

No.	Goal	Indicator	Baseline	Target	Means of verification / feedback	Timeline	Responsible Person/Who collects?
1.	Improved reporting and public debates around National Determined Contributions (NDCs), Green House Gas emissions, climate policy and Climate Change in the IGAD region	Number of media impacts (reports) making reference to NDCs, GHGs, Climate Policy and Climate Change in the IGAD region Number of pieces produced by journalists trained	5	50	<ul style="list-style-type: none"> ▪ Media monitoring report / Web links ▪ Audio and Video files 	Quarterly	RICCAMA Team
2.	Provide visibility to impacts of Climate Change and vulnerability of local populations	Number of in house pieces that provide visibility to impacts of climate change Number of media impacts that provide visibility to vulnerability of local populations	1	5	<ul style="list-style-type: none"> - Social Media / Blog posting history - Media monitoring report / Web links ▪ Audio and Video files 	Quarterly	RICCAMA Team
3.	Provide visibility to Services offered by RICCAMA and impacts (outcomes) of interventions / activities	Number of articles / posts advertising services offered by RICCAMA and impacts Number of reach of posts / articles	0	5	<ul style="list-style-type: none"> ▪ Social Media / Blog posting history ▪ Website / Email campaign records ▪ Links to articles 	Quarterly	RICCAMA Team
4.	Provide visibility and advocate for winning ideas, best practices and Climate Solutions as well as the EU as key driver of Climate Action	Number of in house pieces that provide visibility to winning solutions Number of media impacts that provide visibility to climate solutions	0	10	<ul style="list-style-type: none"> Social Media / Blog posting history Media monitoring report / Web links Audio and Video files 	Quarterly	RICCAMA Team
5.	Increase demand for services provided by ICPAC / RICCAMA and expanded partnerships with relevant public, private and non-governmental institutions	Number of downloads of RICCAMA / Climate Change products Number of partnerships / collaboration with external stakeholders	0	5000	<ul style="list-style-type: none"> Website analytics Mailchimp analytics MoU / Collaboration Agreements 	Quarterly	RICCAMA Team
6.	Advocate for policy changes	Number of activities conducted with clear	0	3	<ul style="list-style-type: none"> ▪ Project reports 	Quarterly	RICCAMA Team

	in Climate Change adaptation and mitigation	calls for Climate Action / Policy changes Number of media impacts with clear calls for improved Climate Policy / NDCs			<ul style="list-style-type: none"> Web links to media impacts 		
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VII. BUDGET

Table 2: Proposed budget for the Visibility and Communication Plan

Activities/Tasks	Budget (€)
Training to scientists / environmental journalists of IGAD countries on Climate Change reporting in member countries	29 500
Sponsor and geo-target Social Media content (Facebook, Twitter, Instagram)	500
Production of publicity materials with clear slogan and EU Visibility: Brochures, Posters, banners, stationary, merchandising strategically distributed	4 800
Production of short Video with Human Story around impacts of Climate Change in the IGAD region (e.g. Impacts on Agriculture, Infrastructure, Livelihoods)	5 000
Social Media and email campaign to inform on accessibility of Climate Information	100
Social Media campaign on Services provided by RICCAMA	100
Train FM Radios on Climate Solutions / sustainable behaviors / nature-based solutions or farming practices to be promoted among audiences	19 500
Presentations of Climate Change key data and importance of NDCs to Parliament Committees and Universities of the region	500
Total	60 000

BRANDING AND EU VISIBILITY

RICCAMA will adopt the GCCA+ visual identity, including its ready-made corporate templates and resources (eg. Technical reports, icons, posters, banners, social media posts etc). Branding will always respect the EU visibility and communications requirements, as well as latest guidelines on using the EU emblem¹². RICCAMA, as an EU funded project, will contribute to communicate Europe's role as a global Climate player and major aid donor.

As stated in the GCCA+, Communication and Knowledge Management Guidelines, the main font to be used for GCCA+ standard communication materials is ARIAL. For communication materials professionally designed, the preferred font is CERA.

CONTACTS

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¹² The EU emblem will be displayed in all channels and products as required by the EU Visibility guidelines for External Action.

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