Communications Strategy
Nairobi Convention

2021 Update

What is this strategy designed to do?

- ► Set the tone and direction so that all communication activities, products, and materials work in harmony to achieve Nairobi Convention and project objectives.

- ► Promote change by having all communication initiatives and materials adhere to a strategy

- ► Help the Nairobi Convention Secretariat engage effectively with stakeholders, demonstrate the success of our work, ensure people understand what we do, and facilitate a change in behavior or perceptions where necessary.

Components of a Communications Strategy

Objectives	Audiences
Messages	Tools and activities
Resources and Timescales	Evaluation and amendment

Mission Statement and Objective of Nairobi Convention

- To address the accelerating degradation of the Western Indian Ocean and coastal areas through the sustainable management and use of the marine and coastal environment. (all Regional Seas Programmes)

- **Overall objective (from most recent Work Plan):** to strengthen the role of the Nairobi Convention as a platform for promoting synergies and coordinating implementation of regional initiatives for the protection of the marine and coastal environment.

But what are our Communications Objectives?

Before this question could be answered, needed to conduct interviews with staff to learn about and analyze the program.

After conducting interviews with staff, a SWOT analysis was conducted (Strengths, Opportunities, Weaknesses, and Threats) for the Convention in regards to communications

SWOT Analysis Highlights

► Strengths:

    ► A lot of partnerships: Member States, NGOs, etc. to provide material and to help distribute products

    ► Several options (events, milestones, accomplishments, etc.) to choose from for communications

    ► Legally-mandated

► Weaknesses:

    ► Work is often technical; language can be hard for general public to understand

    ► Ability, as Secretariat, to connect to communities on the ground – especially during COVID-19 pandemic

    ► Clearinghouse Mechanism (CHM) still needs more data to become a go-to resource; need to create more data visualizations for states like the MPA dashboard – but this takes 1) data; 2) technical expertise; and 3) a long time to build
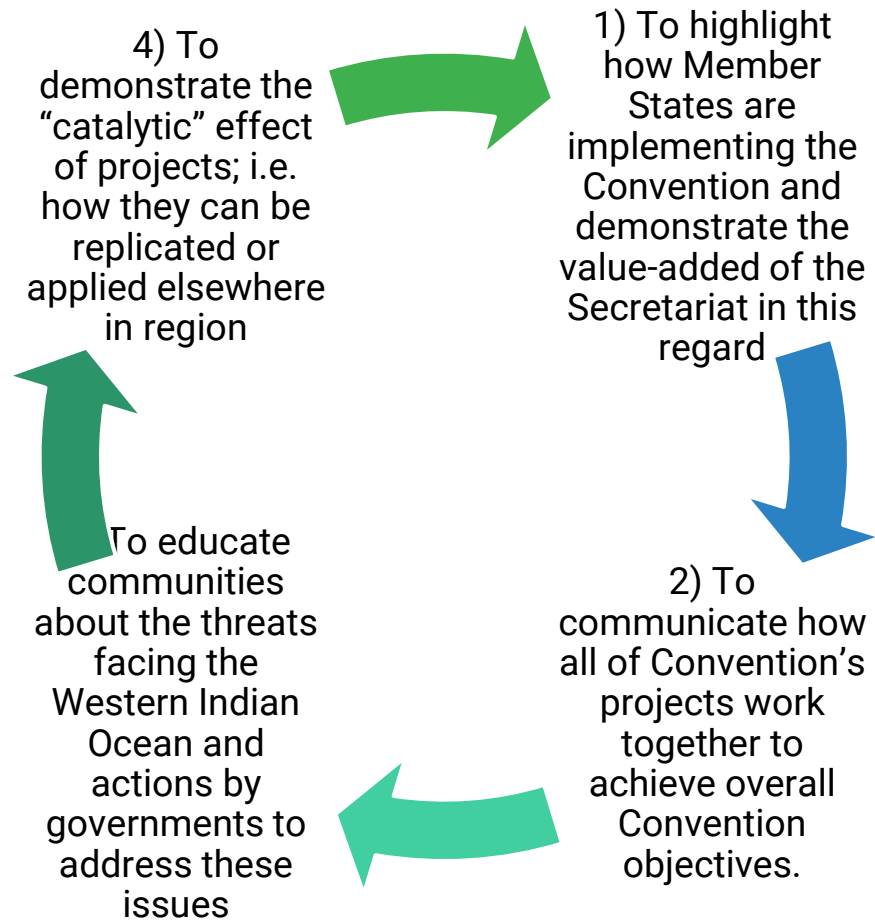
SWOT Analysis Highlights (cont'd)

Opportunities (many more than listed here!)

► Web design, development, and Data Management Consultant can help us visualize data and tell stories of member states, and improve SEO on website

► New website (separate from UNEP) gives us more control and visibility.

► New GIS consultant can help us make CHM a go-to resource

Threats:

► Difficulty in obtaining data from sources for CHM

► COVID-19 pandemic still makes it difficult to collect on-the-ground material for communication products – creativity required as to how we can collect these

Communications Goals

4) To demonstrate the "catalytic" effect of projects; i.e. how they can be replicated or applied elsewhere in region

1) To highlight how Member States are implementing the Convention and demonstrate the value-added of the Secretariat in this regard

To educate communities about the threats facing the Western Indian Ocean and actions by governments to address these issues

2) To communicate how all of Convention's projects work together to achieve overall Convention objectives.

Who are our Audiences?

► **Priority audiences**

    ► **Member States of the Convention**

        ► Specifically, Focal Points of the Convention/each Project, as well as other relevant officials within governments

    ► **Local communities + industries**

        ► Specifically, certain communities/sectors targeted by projects

► **Influencing audiences**

    ► **Donors**

    ► NGOs, academics, other UN agencies/programmes, RECs, etc.

Priority Audience Description

Example: Social Media

Country	Internet Users as % of Population	Social Media Users as % of Population	Social Media User Growth as % of Pop in 2020	Top S.M. websites
Kenya	40%	20.20%	25.00%	YouTube, FB, Twitter, Instagram
Comoros	8.50%	22.80%	17.60%	FB, Youtube, LinkedIn, Twitter
France (Reunion)	54.90%	67.90%	10.90%	FB, Youtube, Instagram, LinkedIn, Twitter
Madagascar	19.40%	11%	30.40%	Facebook, YouTube
Mauritius	64%	73.10%	8.10%	Youtube, FB, Instagram, LinkedIn, Twitter
Mozambique	21.20%	9.50%	20%	FB, Youtube
Seychelles	58.80%	76%	2.70%	FB, Youtube, Instagram
Somalia	12.10%	13%	31.30%	Youtube, Facebook
South Africa	64%	41.90%	13.60%	YouTube, FB, Instagram, Twitter
Tanzania	25%	8.90%	20%	YouTube, Instagram

Source: Data Reportal on Slideshare

What are our Key Messages?

Note: these messages need to be short, concise, and constantly repeated.

Shouldn't have more than a few points. **NOT a place to go into detail or for technical language!**

Messages can be adapted to the audience—i.e. different for a donor versus the general public.

Key Messages:
Nairobi Convention

► The Western Indian Ocean is being degraded by human activities that harm marine life, undermine coastal communities and negatively affect human health. These threats make it more important than ever for governments in the region to work together to strengthen protection of the ocean.

► The NC, signed by ten countries, aims to promote a prosperous Western Indian Ocean Region with healthy rivers, coasts, and oceans.

► It provides a platform for governments, civil society, and the private sector to work together for the sustainable management and use of the marine and coastal environment.

Additional Key Messages

- Have been developed for each project. Please see Annex slides for specifics.

Communicating our Messages and Progress

- ► Website

- ► Quarterly newsletter

- ► Weekly news round-up

- ► Publications (Ecosystem Monitoring Guidelines, Critical Habitats Outlook, brochures, etc.)

- ► Events/Campaigns

- ► Videos/Social Media/Infographics

- ► Traditional media (press releases, news articles, etc.)

- ► Partner sites (UNEP, IWLearn, GEF, WIOMSA), etc.

Avenue	Target	Timeline	Person Responsible	Objective
Website	Project pages updated - SAPPHIRE, WIOSAP, ACP MEAs, and SWIOFC	Monthly - next update by end of October	Melisa	2, 4
	Country pages updated with SAPPHIRE / additional project demo projects and other work	End of September	Melissa	2,4
	Country pages (progress, projects, etc.) updated with results from MEDAs, other outcomes, etc.	As MEDAs received	Angela, Melissa	1
	Landing page for the next COP created	End of September	Angela	1
	CHM website updated as necessary	Continuous	All	1
	CHM Dashboards created on rolling basis for user-friendly data visualizations	As data is received	All	1, 4
	Web articles for each event	Continuous	Angela, Melissa	ALL
Listserv and Internal (Newsletter, round-up, etc)	Weekly news round-up every Monday	Continuous	Melisa	1, 3
	KM templates completed/distributed within 1 week of every meeting`	Continuous	All	2
	Quarterly newsletter	End of each quarter	Angela	ALL

Targets for Q4 2021

Targets cont'd

Publications	Campaign for Water Quality Outputs (Assessment, Framework, and Guidelines) created and implemented	Before release	Angela/Melisa	2, 4
	Campaign for Regional Ecosystem Indicator Monitoring Framework created and implemented	Before release	Angela/Melisa	2, 4
	Campaign for Marine Spatial Planning Strategy and Assessment created and implemented	Before release	Angela/Melisa	2, 4
	Campaign for Regional Action Plan on Marine Litter created and implemented	Before release	Angela/Melisa	4
Social Media	Twitter, Instagram and FB activity, users/engagement increased by 15 % over same months in 2020	Dec-21	Angela	3
	At least 2 campaigns/events covered by UNEP comms, like MEDA releases, MPA Outlook, COP, etc.	Dec-21	Angela	ALL
	Infographics explaining our work, publications, and/or events	Two/month	Angela/Melisa	ALL

Targets cont'd

Traditional Media	Work with FPs to get media coverage for at least 3 major events/campaigns (MPA and Critical Habitat Outlooks, MEDAs…?)	During releases	All	1
	Work with UNEP comms to get 2-5 "stories" about NC and projects. May have to collect stories virtually	Dec-21	Angela	ALL
	Work with UNEP Comms (or if necessary, procurement or do it in-house) to create videos and other major releases	During releases	Patricia/Angela	2, 4
COP	Create communications campaign for COP and implement (see COP campaign for specific targets/comms products)	Sep-21	Angela	ALL
	Get UNEP Comms to issue press release about ICZM protocol adoption and/or COP decisions itself	Nov-21	Angela	ALL
Other	Include partner events and other activities in weekly-round up	Weekly/as received	Angela/Melisa	3
	Ocean governance campaign under SAPPHIRE - continue to incorporate ocean governance messages into all related outputs	Continuous	Angela/Melisa	ALL
	Engage in cross-promotional work, i.e. contributing to IWLearn and WIOMSA newsletters	As opportunity arises	Angela / Melisa	All

Evaluation and Amendment

- Strategy is a **living document**—it is updated as necessary to reflect changes in events, resources, projects, etc.

- Baseline metrics have been established for website, listserv, and social media from previous year (2020). Achievement of targets will be monitored against baseline throughout year.

- Qualitative assessment: partners will be consulted on quality and content of communications products

- Every six months, strategy is evaluated for success/challenges and amendment.

Thank you!

Send any comments/feedback to angela.patnode@un.org.

Key Message : WIOSAP Example for Member State Audience

▶ Marine pollution has had enormous impacts on our oceans, putting our health, jobs, and ecosystems at risk. 80% of marine pollution starts on land.

▶ The Nairobi Convention, whose ten Member States have pledged to combat pollution in the Western Indian Ocean, is well-placed to harness the capacity, partnerships, and political will necessary to tackle such a large problem.

▶ The Convention's WIOSAP project strives to address ocean pollution from land through activities aimed at protecting critical habitats, improving water quality, and managing river flows.

Key Messages: SAPPHIRE Example for Member State audience

Entire regions of the world's oceans, otherwise known as Large Marine Ecosystems (LMEs), are under threat from overfishing, pollution, invasive species, and other dangers. These LMEs are shared by multiple countries and communities. Fighting back against their degradation thus requires strong ocean governance.

The Nairobi Convention, whose ten member states have come together to form a regional partnership to combat ocean degradation, is a natural platform through which cross-country governance issues can be addressed

The NC's SAPPHIRE project promotes policy and management changes to help improve LME management in the Western Indian Ocean. It will build capacity among governments, communities, and the private sector in sustainable resource management and ocean governance.

Key Messages: Partnership Project with SWIOFC

▶ Small-scale and subsistence fisheries are the backbone of many communities in the Western Indian Ocean (WIO) region, providing income, food, and jobs to an estimated one million inhabitants. Yet 40% of the fish stocks targeted by these fisheries are being unsustainably exploited—causing risks to the very survival of these fisheries and the environments on which they depend.

▶

Better fisheries management and environmental protection are needed to ensure subsistence fisheries become sustainable. The Southwestern Indian Ocean Fisheries Commission (SWIOFC) of the Food and Agriculture Organization (FAO) and the Nairobi Convention, in a project funded by the Swedish International Development Agency, will be improving coordination between fisheries and environmental management to maintain the health of the WIO's fisheries resources and the ecosystems that support them.

Key Messages: MEAs project

► As UNEP notes, oceans feed us, regulate our climate, generate most of the oxygen we breathe, and serve as the engines for much of the world economy.

►

Achieving the UN Agenda 2030 on Sustainable Development—with its targets on halting biodiversity loss, promoting greener growth; enhancing natural resource management; and protecting human health—will thus be impossible without more effective ocean governance. This is why the European Union has funded the Nairobi Convention and three other Regional Seas programmes—whose mandates are to address the accelerating degradation of the world's oceans and coastal areas—for a project aimed at improving international environmental governance and better management of coasts and oceans.

Key Messages for NOCAMO project

▶ The Northern Mozambique Channel (NMC) is one of the world's most bio-diverse regions, hosting an array of critical habitats and breeding and foraging grounds for marine and migratory species. Yet the natural treasures of the NMC are under siege from urban development, gas and oil extraction, population growth, and climate change. Such new uses of the NMC must be properly and sustainably managed if the NMC's valuable resources—and the future prosperity they can provide—are to be preserved.

▶ The NoCaMo project, funded by the Fonds Français pour L'Environnement Mondial (FFEM), aims to ensure that the high biodiversity value of the Northern Mozambique Channel's (NMC) coral reefs, seagrass, and mangrove ecosystems are maintained by 2025. Four organizations—the Nairobi Convention, World Conservation Society, CORDIO, and World Wildlife Fund-Madagascar are responsible for achieving the project's outcomes.