



SCALING UP SUSTAINABLE COOLING IN NIGERIA'S NATIONALLY DETERMINED CONTRIBUTION

Communications Strategy

November 2023



Published by:

Energy Commission of Nigeria

Technical Support:

United Nations Environment Programme - United for Efficiency

Financial support:

Clean Cooling Collaborative

Authors:

- Isaac Ubani Nkechi, Communication Expert
- Okon Ekpenyong, Energy Commission of Nigeria
- Marco Duran, UNEP U4E
- Etiosa Uyigüe, National Coordinator

Reviewers:

- Moira Mathers, UNEP U4E
- Miquel Pitarch, UNEP U4E
- Brian, Holuj, UNEP U4E

Contact Information:

Energy Commission of Nigeria
Plot 701C, Central Business District
Abuja, Federal Capital Territory
Nigeria

Abuja, Nigeria, October 2023

Responsibility for the information and views expressed in this report lies entirely with the authors. The views, opinions, statistical data and estimates expressed do not necessarily represent the decision or the stated policy of the United Nations Environment Programme or its partners, nor does citing of trade names or commercial processes constitute endorsement. Although great care has been taken to maintain the accuracy of information herein, neither UNEP nor its Partners assume any responsibility for consequences which may arise from the use of the material. The information contained within this publication may be subject to change without notice.

Table of Contents

List of Acronyms	ii
1.0 BACKGROUND	1
1.1 Introduction	1
1.2 Rationale, Scope and Objectives of the Communications Strategy	1
1.2.1 Rationale:	1
1.2.2 Scope:	1
1.2.3 Objectives:	2
1.3 Project Overview	2
2. METHODOLOGY FOR THE DEVELOPMENT OF THE COMMUNICATIONS STRATEGY	3
3. BROAD STAKEHOLDERS AND BENEFICIARIES	3
4. THE COMMUNICATIONS STRATEGY	7
4.1. Communications Strategy for Internal Audience/Stakeholders	8
4.1.1 Communications Strategy for Project Implementation Team/Consultants	9
4.1.2 Communications Strategy for Clean Cooling Collaboratives (CCC)/UNEP/U4E, ECN and National Technical Committee (NTC)	10
4.2 Communications Strategy for External Stakeholders/Audiences	11
4.2.1 Policy Makers Communications/Awareness Campaigns for National Assembly Members and Government Ministries, Departments and Agencies (MDAs)	11
4.2.2 Communications/Awareness Campaigns for RAC's Dealers/Distributors/Assemblers	13
4.2.3 Communications/Capacity Building for AC Technicians/Craftsmen/Academia	15
5. OVERALL STRATEGY MONITORING AND EVALUATION	20
5.1 Knowledge Management and Learning Plan	20
5.1.1 Communication	20
5.2.2 Learning for Adaptive Management	21
REFERENCES	23
Annex 1: Protocols for Branding and Documentation	24

List of Acronyms

ACs	Air Conditioners
CCC	Clean Cooling Collaborative
CWF	Climate Works Foundation
ECN	Energy Commission of Nigeria
EDAN	Electrical Dealers Association of Nigeria
FCCPC	Federal Competition and Consumer Protection Commission
KAP/B	Knowledge, Attitudes, Perceptions and Behaviour
K-CEP	Kigali Cooling Efficiency Programme
MAN	Manufacturers Association of Nigeria
MEPS	Minimum Energy Performance Standards
MVE	Monitoring, Verification and Enforcement
NARAP	Nigeria Association of Refrigerators and Air Conditioner Practitioners
NCAP	National Cooling Action Plan
NCS	Nigerian Customs Service
NDC	Nationally Determined Contributions
NOA	National Orientation Agency
NOO	National Ozone Office
NTC	National Technical Committee
PMU	Project Management Unit
RAC	Refrigeration and Air Conditioning
SON	Standards Organization of Nigeria
TVs	Televisions
U4E	UNEP's United for Efficiency initiative
UNDP	United Nations Development Programme
UNEP	United Nations Environment Programme

1.0 BACKGROUND

1.1 Introduction

This Communications Strategy sets out how the project’s activities, outcomes, outputs, the lessons learned, good practices and experiences would be communicated to both internal and external stakeholders and beneficiaries. It outlines the main communications’ objectives of “Scaling Up of Energy – Efficient and Climate-Friendly Cooling in Nigeria's NDC Revision” project. It analyzes the main target groups (stakeholders and beneficiaries), the messages that will be communicated to the target groups and the channels that will be deployed, as well as the methods of receiving feedbacks. The document ends with an overview of roles and responsibilities, methods for evaluation of the strategy and the amounts earmarked in the project document for the implementation of the communication strategy.

This CS remains a dynamic document with the possibility for review and changes based on lessons learned from its implementation. The Project team will make necessary changes after due consultations with all stakeholders and partners. CS will be operationalized into a communication plan, annually.

1.2 Rationale, Scope and Objectives of the Communications Strategy

1.2.1 Rationale:

The Communications strategy (CS) is the life wire of any project that seeks to thrive and yield sustained results and the “Scaling Up Energy-Efficient and Climate-Friendly Cooling in Nigeria’s NDC Revision’s” is one of such projects that requires a comprehensive and an effective communications strategy (CS) to drive the needed transformation in the Nigerian cooling sector. CS will serve as a guide for all activities related to internal and external communications for the project and support the implementation of the project interventions, thereby achieving the results sought by the project. It is expected to contribute to the development of high-quality project communications materials and knowledge products and their dissemination, enhancing project visibility, governance and active coordination among the project stakeholders/ partners.

1.2.2 Scope:

This communications strategy is to disseminate information; increase awareness; encourage action; build consensus; change behavior and attitudes and promote transition to energy efficient and climate-friendly air-conditioners through the adoption and compliance of Minimum Energy Performance Standards (MEPS), labels and other supporting policies in Nigeria.

1.2.3 Objectives:

CS is to capture, communicate and report the project's activities, outcomes, outputs, the lessons learned, good practices and experiences both internally and to external stakeholders to raise awareness on the benefits of improving energy efficiency and reduce environmental impact of Air Conditioners in Nigeria and on how the project is supporting this transition. The CS implementation will help to make the project known, accepted and embraced by stakeholders. Other specific objectives of this communication strategy include:

- Provide meaningful guidance on how the communication and knowledge products for this project are generated, managed and disseminated.
- Enable developing communication materials, and ensure advocacy and messaging reach relevant audiences, and at the same time ensure transparency on the project's processes and implementation.
- Enable replicating and up-scaling of best energy-efficiency practices fro ACs through effective knowledge management and key lessons learned.

1.3 Project Overview

“Scaling Up Energy-Efficient and Climate-Friendly Cooling in Nigeria’s NDC Revision” project is funded through the “NDC Support Facility for Energy-Efficient, Climate-Friendly Cooling” initiated by the “Clean Cooling Collaborative (CCC)” managed and hosted by ClimateWorks Foundation (CWF), a non-profit organization based in San Francisco, California. The facility targeted developing countries, like Nigeria, willing to embed efficient, climate-friendly cooling into their revised Nationally Determined Contributions (NDCs) in 2020 for immediate implementation. The project is led by the Energy Commission of Nigeria (ECN) in collaboration with the UNEP’s United for Efficiency (U4E) and UNEP Africa’s Energy Unit as project implementation and technical assistance partners.

The project is aimed at accelerating the transition to energy-efficient Room ACs with climate-friendly (low-GWP refrigerant) in residential, commercial and public buildings, thereby contributing to meeting Nigeria’s climate targets (NDCs) in a cost-effective and sustainable manner. The project is anchored on 4 pillars: **Review** of the cooling chapter of the National Cooling Action Plan; **Inclusion** of cooling targets in the NDC implementation plan; **Development** of policy framework (MEPS and labels) to accelerate transition to Energy Efficient AC through national cooling plan; **Awareness** campaigns/sensitization of the general public and businesses for behavioral change and **Capacity** building programmes for RAC technicians.

Using energy-efficient air-conditioners will ultimately lower individual utility bills. The development of a broad and effective media campaign (communications strategy) that captures, communicates and reports the project’s activities, outcomes, outputs, the lessons learned, good practices and experiences both internally and to external stakeholders is imperative. It helps to make the project known, accepted and embraced by stakeholders.

2. METHODOLOGY FOR THE DEVELOPMENT OF THE COMMUNICATIONS STRATEGY

In developing this Communications Strategy (CS), the first step was to conduct situation analysis based on past and current programs and experiences relating to air-conditioners. Information and data were gathered in two phases. First, literature review was conducted initially, followed by a field survey. Literature review involved reviewing available documents related to air-conditioning cooling in Nigeria. This helped in understanding what had been done in the past to properly plan the design of this CS.

Field surveys of target audience involved administering semi-structured questionnaires to understand the current level of people’s awareness and understanding of the importance of energy efficient cooling systems through Knowledge, Attitude, Perception and Behaviour (KAP/B) surveys. KAP/B Questionnaire in Google form was developed and administered online to at least 500 respondents that cuts across the relevant sectors. Part B of the questionnaire sampled opinions on the most preferred channels of communication among various stakeholders. The results of the KAP/B surveys will guide the contents of the messages to be disseminated. U4E, ECN and other members of the project team, including National Technical Committee (NTC) members provided technical guidance and oversight to its development process.

3. BROAD STAKEHOLDERS AND BENEFICIARIES

A key element of the initial step of developing a CS is to identify key players in the RAC sector, the role that they currently play in the sector, and the potential impacts that the implementation of the project may have on them. These key players and their role are listed in Table 3.1.

Table 3.1: Stakeholders

Key Stakeholder	Roles and Responsibilities	Limitations, Communications Barriers
Corporate/Internal Stakeholders: Development Partners/Donors		
UNEP	A leading global environmental authority that sets the global environmental agenda and, supports African governments to improve energy efficiency and increase the use of renewables.	<ul style="list-style-type: none"> • Bureaucratic process in the system
UNEP’s Africa Office	Promotes sustainable energy and lay the foundation for low carbon development, resource efficient and climate resilient energy systems in Africa.	<ul style="list-style-type: none"> • Bureaucratic process in the system
UNEP-led United for Efficiency (U4E)	A global initiative launched in 2015 to help developing and emerging markets quickly and comprehensively transit to energy-efficient technologies.	<ul style="list-style-type: none"> • Bureaucratic process in the system

Clean Cooling Collaborative (CCC)	Support implementation of energy efficient programs and the use of low GWP refrigerants.	<ul style="list-style-type: none"> • Multi-tasking of staff
External Stakeholders: Government Policy Makers		
Office of the President,	Approves national policies and laws	<ul style="list-style-type: none"> • Bureaucratic process in the system • There are competing priorities.
National Assembly Members	Make laws and regulations	<ul style="list-style-type: none"> • Bureaucratic process in the system • There are competing priorities.
Federal Ministry of Environment	The policy making arm of the Federal Government with the responsibility for environmental issues such as ozone depletion, climate change, and more.	<ul style="list-style-type: none"> • Bureaucratic process in the system • As government agency, there are competing priorities. • Multi-tasking of staff • Lack of dedicated communication officer • Change of focal and relevant official
The Nigerian Customs Service (NCS)	The government agency charged with major responsibility for controlling all cargo and goods entering, exiting or transiting through Nigerian territory.	<ul style="list-style-type: none"> • Bureaucratic process in the system • As government agency, the NCS has competing priorities. • Multi-tasking of staff • Lack of dedicated communication officer • Change of focal and relevant officials
Federal Ministry of Power	The policy making arm of the Federal Government with the responsibility for the supply of power to the country. Also, responsible for energy related climate objectives.	<ul style="list-style-type: none"> • Bureaucratic system • Competing priorities of the Ministry • Change of focal officials in the Ministry • Multi-tasking of officials in the Ministry
Energy Commission of Nigeria (ECN)	The government agency in charge of promoting sustainable energy development in Nigeria through the production of strategic plans and coordination of national policies in all its ramifications.	<ul style="list-style-type: none"> • Bureaucratic processes in the system • Competing priorities of the Agency in terms of activities • Multi-tasking of the staff • Lack of dedicated communication officers • Large Agency with some field offices without proper communication infrastructures and facilities • Change of focal and relevant officials

Standards Organization of Nigeria (SON)	<p>Key regulatory agency under the Federal Ministry of Industry, Trade and Investment. SON is responsible for:</p> <ul style="list-style-type: none"> • Development, adoption, and enforcement of standards in a variety of areas such as quality, safety, and energy efficiency, • Establish testing procedures for energy performance. • Establish and review energy performance standards. • Undertake performance testing. 	<ul style="list-style-type: none"> • Bureaucratic processes in the system • Competing priorities of the Agency in terms of activities • Multi-tasking of the staff • Lack of dedicated communication officers • Large Agency with some field offices without proper communication infrastructures and facilities • Change of focal and relevant officials
National Ozone Office (NOO), under the Federal Ministry of Environment	<p>Unit within the Federal Ministry of Environment with key responsibilities focused on the implementation of the Montreal Protocol and its Kigali Amendment.</p> <p>The Agency coordinates the activities of the Nigeria National Cooling Plan.</p>	<ul style="list-style-type: none"> • Bureaucratic processes in the system • Competing priorities of the Agency in terms of activities • Multi-tasking of the staff
Federal Competition and Consumer Protection Commission (FCCPC)	<p>The FCCPC is responsible for:</p> <ul style="list-style-type: none"> • Providing consumer information and support complaints • Activities to increase consumer awareness. • Encourage market actors to develop and enforce quality standards designed to safeguard the interest of consumers. 	<ul style="list-style-type: none"> • Bureaucratic system • Competing priorities • Change of focal officials • Multi-tasking of officials
National Orientation Agency (NOA)	<p>Create national awareness and orientation to enhance buy – in.</p>	<ul style="list-style-type: none"> • Bureaucratic processes in the system • Competing priorities of the Agency in terms of activities • Multi-tasking of the staff • Lack of dedicated communication officers • Large Agency with some field offices without proper communication infrastructures and facilities • Change of focal and relevant officials
Industry Associations: MAN, NARAP	<p>Design and execution of green and energy efficient houses, proper, safe and energy efficiency installation practices.</p>	<ul style="list-style-type: none"> • Bureaucratic processes in the system • Competing priorities of the Associations in terms of activities • Multi-tasking of the staff

		<ul style="list-style-type: none"> • Lack of dedicated communication officers
Manufacturers, Assemblers and Distributors of Room ACs	Local manufacturers and assemblers of RAC equipment; they will be directly affected by MEPS enforcement and are key in the implementation of standards and policies.	<ul style="list-style-type: none"> • Bureaucratic processes in the system • Competing priorities of the Organisations in terms of activities • Multi-tasking of the staff • Lack of dedicated communication officers
Media	<p>Provides platform for dissemination of information and knowledge generated through this project</p> <ul style="list-style-type: none"> • Partner with implementing partners (Ips) for awareness and advocacy programs for targeted audiences 	<ul style="list-style-type: none"> • Some of the media houses charge high price for availing their services • No existing arrangement for collaboration such as MoU or agreement to collaborate • The concept of MEPS and Labels are new to the media too.
RAC Equipment End Users	Households and other users buying and using RAC equipment. MEPS will have a direct impact on their energy consumption and maybe the cost of equipment.	Limited knowledge
General public	The general public is comprised of a variety of audience groups with different interests and motivations. For the cooling sector, reaching the general public is not always a viable option since the audience is too diverse. It is more effective to narrow down and to send narrow, targeted messages to specific groups or target audiences.	Limited knowledge on MEPS and Labels

4. THE COMMUNICATIONS STRATEGY

The development of a broad and effective communications strategy that captures, communicates and reports the project's activities, outcomes, outputs, the lessons learned, good practices and experiences to both internal and external stakeholders is imperative. It helps to make the project known, accepted and embraced by all stakeholders.

It is important to re-emphasize in specific terms who the internal and external target audience for the project are, because messages and communication methods for conveying information and methods to obtain feedback will differ according to intended audience. It is equally important to recognize and consider the varying circumstances, needs and concerns that each group of stakeholders may have since this project is targeting different groups. Clearly defined audiences allow us to develop effective messages, activities and plans that will address the needs of each group.

The Communications Strategy document details overarching communications pathway for building political will and public support for the project's objectives. This strategy presents a framework for meeting the internal and external communication needs of the project through on-going engagement and collaboration with government officials and ACs stakeholders as well as project team and the general public (end-users of ACs). This strategy covers media outreach campaigns, stakeholder communications forums, workshops, seminars and meetings and mass media campaigns, etc. As explained in Chapter 3 (Table 3.1), the people to be communicated to in this project, generally known as the stakeholders can be broadly divided into two categories: internal and external:

- The **internal or corporate** communications strategy is sharing information among project team who are directly involved in the day-to-day implementation of the project. This entails clarifying protocols for branding and documentation among project implementation team members; timely and regular progress reports and success stories in the form of work plans, annual reports, technical reports, and fact sheets, weekly check-in meetings and significant change stories. This strategy provides an avenue for feeding information to project team and the donor agency, while ensuring dissemination of accurate, updated information on project's activities, events and developments.
- The **external Communications** is for other stakeholders, beneficiaries (end-users) that should be properly informed to enable them contribute to the creation of enabling policy and legislative environment for the scaling up of energy-efficient and climate-friendly air-conditioners in the country. However, the messages to each group would be different. External stakeholder's communications include issue briefs for policymakers and high-level decision-makers on critical topics, mass media communications to educate and mobilize the public, local and national level stakeholder meetings/events/workshops, stakeholder meetings, identification and mentoring/training of ACs distributors/ technicians' champions to become trusted voices of energy-efficient air-conditioners in their communities and national policy dialogues with government leaders. This campaign will include coverage of success/significant-change stories, social media outreach, printed and digital fact sheets, technical/issue briefs and face-to-face outreach as the need arises. The external communications strategy will ensure that the right message gets to the right person or group as the case may be. This communications strategy will apply elements of behavior change and diffusion of information theories to help achieve project objectives.

- **Activities and elements**

CS acts as a road map for the Communications Expert and Project Team members to follow to achieve the objectives of the project, especially with respect to *“awareness campaigns for the creation of ownership among end-users and businesses”*. It outlines what the Communications Expert in partnership with project Team will do, how it will do it and who is responsible for each task/activity/deliverable.

As the project is implemented through UNEP/U4E, Clean Cooling Collaborative and ECN cooperative agreement, all awareness campaign and communications’ materials and templates developed (i.e. graphic, audio and visual content) including project’s press/media kit), must conform with visibility guidelines of ECN, UNEP and the donor agency.

4.1. Communications Strategy for Internal Audience/Stakeholders

Internal stakeholders for this project consist of UNEP Africa Office, U4E and ECN as well as CCC and other project team (National and international Consultants), who are directly or indirectly involved in day-to-day running of the project. The objective of internal communications is to fully document project’s activities, ensure all partners are up to date on progress, activities, deadlines and the particular needs of donors and officials. Ongoing communications among the team members, officials and donors must encourage a transparent give-and-take and must meet the unique needs of donors and officials.

- **Communicating Consistent Messages**

A messaging sheet will be developed and shared among all partners and consultants to enhance coordinated communication. This concise document will contain the purpose, goal, aspirations and key activities for the project to ensure consistency of message in content and tone.

An orientation meeting will be organized to ensure that implementing partners/consultants understand the air-conditioning project’s terminologies, approach, concept and key deliverables. The messaging sheet will also communicate the role of each partner to enhance the coordination among implementing partners and successful delivery of the project. Information sharing among the implementing project implementation team will depend on full participation in good practices of information sharing to ensure effective management of communication operational messaging, timely delivery of communication products and events as well as timely drafting of public statements.

For communication purposes and effectiveness of information generation, processing and sharing, the internal stakeholders are broken into two segments:

1. Information Generation and Processing Group—Project Implementation Team/Consultants
2. Information Receivers and Advisors Group— UNEP, CCC, ECN and NTC

- **Roles/Responsibilities of Internal Stakeholders**

The **project team** consisting of National Consultants, National Project Coordinator, ECN, UNEP International Consultants will provide day-to-day, on-the ground information gathering and processing. These partners will serve as communication implementation team and will distribute communication products.

4.1.1 Communications Strategy for Project Implementation Team/Consultants

This group consists of the implementing partners, who are involved in the day-to-day and on-the-ground information gathering and processing: Communication Experts, National Project Coordinator, Market Assessment expert, AC Expert and other national and international consultants. This level of communication will involve gathering and sharing on-the-ground implementation communications, including lessons learned; information processing and proper packaging, e.g. processing and proper packaging of success stories before sharing; preparatory planning of on-the ground joint communications events, etc.

Audience (WHO?)	Project implementation team: Communication Experts, National Project Coordinator, Market Assessment expert, AC Expert and other national and international consultants
Objectives (WHY?)	<p>Ensure that project implementation team clearly understand project’s goals and share same vision.</p> <p>Promote effective, timely and consistent delivery of quality communication outputs.</p> <p>Promote teamwork, joint effort and coordinated communication for the delivery of the projects’ objectives.</p>
Messages (WHAT?)	<ul style="list-style-type: none"> • Share relevant information and project itinerary with other partners, e.g. monthly reports, baseline/technical reports, field updates to avoid communication gaps, while creating consistency in outreach; • Transition to energy-efficient cooling sector • Energy-efficient cooling is the quickest and easier way of meeting national climate goals.
Channels (HOW?)	<ul style="list-style-type: none"> • Team meetings • Monthly progress reporting • Quarterly meetings documents in shared folder • Phone calls • Google calendar and other Google drive applications as needed • E-mail information sharing or E-mailing group • WhatsApp group chats and information sharing, etc.
Products/Deliverables	<ul style="list-style-type: none"> • Technical/ progress reports; • Minutes of technical/partners meetings; • Field activity reports; • Reports of events; • Success Stories, photos from field.

Methods to obtain feedback	<ul style="list-style-type: none"> • Peer reviews – at least 1 for each major activity/event • Structured Surveys – at least 5 survey reports • Questionnaires – after each major event • Logbook on events in which the project takes part • Forum on the Website and feedback on social media
Lessons learned from good practices and experiences	<ul style="list-style-type: none"> • Knowledge sharing

4.1.2 Communications Strategy for Clean Cooling Collaboratives (CCC)/UNEP/U4E, ECN and National Technical Committee (NTC)

The second classification is the information receivers and advisors group consisting of UNEP, U4E, CCC, ECN and NTC. It is the responsibility of UNEP Africa with support from UNEP U4E to report to CCC. This group will receive information that is refined and processed within the project indicators. The Communications Expert will deliver all information to National Project Co-Ordinator, U4E/UNEP, who will in turn report to CCC based on FLUXX format and NTC members. This will ensure coordinated information sharing with U4E and CCC. Relevant feedback and advice from this group will be shared with the project team members for appropriate action as needed.

Audience (WHO?)	Clean Cooling Collaboratives (CCC)/UNEP/U4E and National Technical Committee (NTC)
Objectives (WHY?)	Monitor and evaluate the progress of the project including milestones.
Messages (WHAT?)	<ul style="list-style-type: none"> • Share relevant information and project outputs/outcomes and achievements; • Monitor and evaluate the progress on milestones' delivery.
Channels (HOW?)	<ul style="list-style-type: none"> • Coordinating meetings (virtual) • Periodic Quarterly knowledge sharing meetings; • Partners Meetings and Presentations • Monthly Consultant reporting; • Direct phone-to-phone; • Emails • WhatsApp group chats • Project Newsletter
Products/Deliverables	<ul style="list-style-type: none"> • Update the reporting table based on FLUXX format • Monthly progress report • Messaging sheet • Fact sheets, • Success stories/documentaries, • Briefing packs, annual and semi-annual reports, • Internal communication review meetings, • Newsletters, • Issue Briefs etc.

Methods to obtain feedback	<ul style="list-style-type: none"> • Face – to – face interactions • Comments on reports shared
-----------------------------------	---

4.2 Communications Strategy for External Stakeholders/Audiences

The purpose of the external communications is to contribute to the creation of enabling policy and legislative environment for update of Minimum Energy Performance Standards (MEPS) and labels for ACs and their compliance; and to ensure that relevant stakeholders and end-user groups participate actively in policy development and management processes at all levels. The inclusion of cooling targets in the NDC implementation plan; preparation and submission to policy makers in government. And, broadly to improve the awareness on the economic and environmental benefits of improving the energy efficiency of ACs in the Nigerian market.

The external stakeholder communications component will engage with the Nigeria Association of Refrigerators and Air Conditioner Practitioners (NARAP), major ACs importers and distributors in the country, assemblers and manufacturers of ACs in Nigeria, media and the general public. Strategically, the external stakeholders will include:

- **Communications for Government Ministries, Departments and Agencies (MDAs)**
- **Communications/Awareness Campaigns for RAC’s Dealers/Distributors/Assemblers:** Distributors and assemblers of Popular brands of air conditioners in Nigeria include: LG, Samsung, Daikin, Haier Thermocool, Panasonic, Polystar, Bruhm, Chigo, Hisense, Scanfrost, Midea, Kenstar, TCL, Gree, Royal, Skyrun, Restpoint, Sharp, Nexus, Syinix, Firman, Aeon, Sharp, Frigidaire, Whirlpool, Amana, General Electric (GE). LG Assembly/Service Center etc.
- **Communications/Capacity Building for Academia/Technicians/Technologists /Craftsmen:** Universities, Polytechnics, other academic institutions/Nat. Assoc. of Chambers of Commerce, Industry, Mines and Agriculture, Manufacturers Association of Nigeria, Nigerian Society of Engineers, Nigeria Association of Refrigerators and Air Conditioner Practitioners (NARAP), Electrical Dealers Association of Nigeria (EDAN), Alaba International Market, Lagos; Refrigeration and Air Conditioner Spare Parts Dealers Association; Association of Refrigerator and Air Conditioner Technicians of Abuja; Abuja Refrigerator and Air-Conditioner Dealers Association; Mainland Refrigerators and Air Conditioners Dealers Association, Lagos; Refrigeration and Air conditioner Dealers Association of Nigeria;
- **Communications/Awareness Campaigns for Media**
- **Communications for End-Users** like major end-users of air-conditioners - Hotels, Public Buildings, Estate Developers/Agents, Shopping Malls/Plazas, Residential, Healthcare, Hospitality

4.2.1 Policy Makers Communications/Awareness Campaigns for National Assembly Members and Government Ministries, Departments and Agencies (MDAs)

This level of communications also referred to as Executive Level Communications, targets the Policy-Makers Group, which comprises people in political positions with high-level decision-making roles needed to support mainstreaming policy framework to accelerate transition to Energy Efficient AC as contained in the national cooling plan. Effective communications among high level policy makers are needed to achieve project’s objective of reviewing MEPS and labels for Room AC and strengthening imports ban on non-

compliant Room Air-conditioners (RACs). Policy-makers include: key advisors and officials at the Office of the President, National Assembly Members as well as MDAs like Energy Commission of Nigeria, Federal Ministry of Environment, National Ozone Office; Federal Ministry of Environment (Department of Climate Change), Standards Organizations of Nigeria, National Environmental Standards and Regulations Enforcement Agency, Nigerian Customs Services, National Orientation Agency (NOA); Federal Competition and Consumer Protection Commission, Federal Ministry of Science, Technology & Innovation, Federal Ministry of Finance, Budget & National Planning, Federal Ministry of Works & Housing, National Association of Energy Correspondents, etc.

This group will be engaged through carefully crafted and targeted information designed for specific results. The strategy for communication to this group will include information and message delivery that outlines the political and national gains resulting from the energy efficiency and conservation best practices. Engage policy-makers through formal relations with individuals. This process will begin with identification of possible allies in the Presidency including advisers and Ministers, Senate and House of Assembly members, etc. Relationship formalization could be established through one-on-one visits, courtesy calls and other means. The goal of this engagement strategy is to build consensus among policy-makers and other high-level decision makers and to work in a collaborative manner.

Audience (WHO?)	National Assembly Members and Government Ministries, Departments and Agencies (MDAs)
Objectives (WHY?)	<ul style="list-style-type: none"> • Establish and strengthen alliances and allies with high-level policymakers to support policy framework to accelerate transition to Energy Efficient AC as outlined in the national cooling action plan • Establish a strong national support for the update and implementation of Minimum Energy Performance Standards (MEPS) and Labels for Room AC, while strengthening imports ban on non - compliant RACs in Nigeria; • Build consensus among policymakers and other high-level decision makers to work in a collaborative manner. • Communicate the generous support of Clean Cooling Collaborative, who have made this project possible. • Provides a record of baseline data to support policy making; • Encourage the establishment of a database for market surveillance, storehouse of ancillary information and data about products on the market.
Messages (WHAT?)	<ul style="list-style-type: none"> • Benefits of energy efficiency and conservation best practices in general; • Promote the benefits of energy efficient Room AC among the public and engage government officials and industry stakeholders for the adoption of adequate MEPS and labels. • Energy Efficiency policies, standards, codes and laws • Incorporation of key recommendations on the cooling target in the NDC revision • Adoption and Inclusion of cooling targets in the NDC implementation plan • Appropriate Refrigerant management and disposal
Channels (HOW?)	<ul style="list-style-type: none"> • National Policy dialogues, stakeholder consultations, radio/TV discussions, • Develop outreach materials and templates (i.e. graphic, audio and visual content) per the Communications Strategy. • Establishing one-on-one relationships with key stakeholders • Courtesy calls to individuals

	<ul style="list-style-type: none"> • Periodic briefing meetings with Minister/SON/NCS • Identify NDC input mechanism and share reports of calculated potential savings on AC and fridges. • Produce banners, posters, flyers, a video and other promotional materials • Press/media kit based on ECN and UNEP communications guidelines • Consultation Meeting with relevant Stakeholders • Semi-annual Newsletters • National Technical Committee (NTC) - Initial consultation meeting to request inputs
Products/Deliverables	<ul style="list-style-type: none"> • Key recommendations on the cooling target provided to relevant Ministries to incorporate it in the NDC revision • Complementary Document to the Nigeria Cooling Action Plan: <i>Priority Actions on Air Conditioners Energy Efficiency Regulations, Compliance and Enforcement mainstreamed.</i> • Market and Impact Assessment on updating MEPS and labels submitted for government consideration. • Communications channels with relevant arms of government established. • Banners, posters, flyers, a video and other promotional material
Methods to obtain feedback	<ul style="list-style-type: none"> • Meetings and workshop feedback, • Logbook on events the project takes part • Forum on the Website and feedback on social media • Feedback on the blog site

4.2.2 Communications/Awareness Campaigns for RAC’s Dealers/Distributors/Assemblers

The Communications/Awareness Campaigns for RAC’s Dealers/Distributors/Assemblers will focus on supporting and accelerating the development of the nascent energy-efficient and climate-friendly air conditioning appliances’ markets and shifting the market development away from climate-damaging (high-GWP refrigerants) and energy-inefficient AC towards radically lower-emission technologies. Campaigns will be to sensitize RAC’s Dealers/Distributors/Assemblers about standards and regulations (Minimum Energy Performance Standards, MEPS and labels) that help determine the ACs products that can be sold and those that should be phased out from the market. The audience in this segment will be made to understand supporting incentives and policies including MEPS and labelling schemes and other market-based instruments, often initiated and promoted by regulatory agencies of government like S.O.N. Information and communication campaigns that inform end users in order to change or modify their behaviours would be disseminated.

Finance and financial delivery mechanisms aimed at addressing high first-cost challenges associated with efficient ACs would be considered. Also, economic instruments, fiscal instruments and incentives, such as rational electricity prices and tax breaks will form part of the messages to be disseminated. Enhancing the capacity of various ACs dealers and the sharing of information and skills regarding Monitoring, Verification and Enforcement (MVE) is imperative, because, a successful market transition depends on effective monitoring of the implementation of MEPS (i.e. verify product efficiency), verification (i.e. verify declarations of conformance); and enforcement (i.e. actions taken against non-compliant suppliers.)

Communications on environmentally sound management of refrigerants - HFCs and other hazardous substance will form part of the awareness campaigns. Special attention would be given to the development of a legal framework for environmentally sound, end-of-life activities.

Audience (WHO?)	Manufacturers, Industry associations, Wholesalers and retailers, Building owners and managers, Recyclers: Distributors and assemblers of Popular brands of air conditioners in Nigeria include: LG, Samsung, Daikin, Haier Thermocool, Panasonic, Polystar, Bruhm, Chigo, Hisense, Scanfrost, Midea, Kenstar, TCL, Gree, Royal, Skyrun, Restpoint, Sharp, Nexus, Syinix, Firman, Aeon, Sharp, Frigidaire, Whirlpool, Amana, General Electric (GE). LG Assembly/Service Center etc.
Objectives (WHY?)	<ul style="list-style-type: none"> • Promote the benefits of energy efficient Room AC among the public and engage government officials and industry stakeholders for the adoption of adequate MEPS and labels. • Consensus building and awareness raising/ support for acceptable and effective choices and effective adherence to energy-efficient and climate-friendly cooling. • Provides effective platform for sharing information on existing policy and regulatory framework to make the transition happen and on how to secure improvements to refrigerator design, safe manufacture, deployment and end-of-life management such as recycling and/or disposal. • Ensure that all ACs produced and sold meet set MEPS and other policies to ensure that every refrigerator sold in the market are energy-efficient and climate-friendly. • Encouraging participation of stakeholders in decision-making, soliciting fresh ideas from all stakeholders and fostering strong willingness and ability to comply with changes
Messages (WHAT?)	<ul style="list-style-type: none"> • Market transformation from climate-damaging (high-GWP refrigerants) and energy-inefficient AC towards energy efficient and lower-emission technologies. • Adoption of adequate MEPS and labels • Promotion of why and how to comply with MEPS and labels will target vendors of room ACs • How to do a declaration of conformity with regulatory/voluntary requirements; • Standards and regulations (Minimum Energy Performance Standards, MEPS and labels) that help to determine the products that can be sold and those that should be phased out from the market. • Monitoring, Verification and Enforcement (MVE) awareness - monitoring (i.e. verify product efficiency), verification (i.e. verify declarations of conformance); and enforcement (i.e. actions taken against non-compliant suppliers) of the MEPS. • Environmentally sound management of refrigerator products—HFCs and other hazardous substance. • Disseminate information that can help retailers verify if products being supplied are registered and compliant with local laws • Inform ACs dealers to adopt responsible and sustainable energy efficiency and conservation best practices.
Channels (HOW?)	<ul style="list-style-type: none"> • Engaging focused industry groups and trade associations • Targeted stakeholder forums • Focus group discussions

	<ul style="list-style-type: none"> • Capacity building forums and training. • International Day Events for promotion of campaign • Press briefings; Video documentaries
Products/Deliverables	<ul style="list-style-type: none"> • Stakeholder forums reports; training reports • International Day Events and reports • Success stories
Methods to obtain feedback	<ul style="list-style-type: none"> • Peer reviews – at least 1 for each major activity/event • Structured Surveys – at least 5 survey reports • Questionnaires – after each major event • Meetings and workshop feedback, • Logbook on events the project takes part • Forum on the Website and feedback on social media

4.2.3 Communications/Capacity Building for AC Technicians/Craftsmen/Academia

Capacity building is part of communications strategy. Communications strategy for AC technicians and craftsmen will focus on improvements that can be achieved through many separate measures, but the main improvements are: insulation, compressors and controls.

Building capacity and training of technicians will improve the installation and servicing practices of cooling equipment. This will result in enhancement of the energy performance of cooling equipment, reduction of refrigerant leakage and improvement of refrigerant recovery at the end of the service life of the equipment. Extensive capacity building efforts is needed to make all the stakeholders understand the integrated approach to sustainability in the cooling sectors.

These campaigns are crucial to the project component on “awareness campaign and ownership creation among the general public and businesses” that seek to strengthen enabling environment for scaling up the adoption of energy-efficient and climate-friendly air-conditioners in Nigeria. The design and execution of these campaigns is aimed at creating trust among ACs groups; build acceptance and understanding of project goals, while emphasizing collaboration as the means to overcoming challenges as they arise.

The immediate focus of the National level campaign will be on the smaller AC professional groups dealing with ACs and the process will involve national stakeholder consultative campaigns and communications to elicit the most preferred but effective management option(s).

Audience (WHO?)	Universities, Polytechnics, other academic institutions/Nat. Assoc. of Chambers of Commerce, Industry, Mines and Agriculture, Manufacturers Association of Nigeria, Nigerian Society of Engineers, Nigeria Association of Refrigerators and Air Conditioner Practitioners (NARAP), Electrical Dealers Association of Nigeria (EDAN), Alaba International Market, Lagos; Refrigeration and Air Conditioner Spare Parts Dealers Association; Association of Refrigerator and Air Conditioner Technicians of Abuja; Abuja Refrigerator and Air-Conditioner Dealers Association; Mainland Refrigerators and Air Conditioners Dealers Association, Lagos; Refrigeration and Air conditioner Dealers Association of Nigeria
------------------------	--

Objectives (WHY?)	<ul style="list-style-type: none"> • Building capacity and training of technicians will improve the installation and servicing practices of cooling equipment. • Enhancement of the energy performance of cooling equipment; • Reduction of refrigerant leakage and improvement of refrigerant recovery at the end of the service life of the equipment.
Messages (WHAT?)	<ul style="list-style-type: none"> • That poor maintenance practices and lack of trained service technicians leads to reductions in equipment efficiency as well as refrigerant leakage • Benefits of MEPS and Labels • Information on Refrigerant management and disposal best practices • Information on The Safe Use and Handling of Flammable Refrigerants) in compliance with international standards • Installation and servicing best practices of cooling equipment to reduce refrigerant leakage, and improve refrigerant recovery at the end of the service life • Training on installation and maintenance must increase rapidly and ahead of the demand curve to maintain an environmentally friendly industry
Channels	<ul style="list-style-type: none"> • On – the – Job Training for technicians and craftsmen • Training Proceedings
Products/Deliverables	<ul style="list-style-type: none"> • Capacity of AC technicians strengthened for efficient maintenance and repairs,
Methods to obtain feedback	<ul style="list-style-type: none"> • Questionnaires – after each major event <p>Meetings and workshop feedback,</p>

4.2.4 Communications/Awareness Campaigns for Media Engagement

The media, like the journalists are those that will disseminate projects outputs/achievements. Engaging the media is therefore relevant to catalyze a cadre of media practitioners who will be informed and will actively engage policy-makers and sustain political will for ACs MEPS and labels.

This communications strategy will therefore extensively engage the media through the following: Courtesy Visits to National editors, media capacity seminars and orientations, Cooling WhatsApp’s Group, Special invitation to participate in Energy-efficient and Climate-friendly Cooling Policy Radio and TV Talk Shows; and press conferences, releases, publication of cooling articles.

This strategy will also facilitate the formation of a WhatsApp media platform on cooling and encourage investigative journalism in cooling issues. Detailed implementation plans are as follows.

Courtesy Visits to Media Houses: In Nigeria, newspapers and media set and shape the political and social agenda. The news editors of the media houses are the key architects of headline stories and are the ones who determine which news gets front-page coverage or special highlight. The Communications Expert and other National Project team members will periodically pay Courtesy visits to national editors to engage news editors and impress on them the importance of highlighting energy-efficient and climate-friendly cooling stories.

Media Capacity Seminars and Orientations: These workshops and orientations will be organized to strengthen the capacity of media persons to understand and appreciate the importance of energy-efficient and climate-friendly cooling sector, the relevance of energy efficiency best practices to national economy and its relations with poverty reduction and cleaner environment. Towards this, at least one (1) Media Capacity strengthening workshop/ orientation will be organized.

Formation of Energy-efficient and Climate-friendly Cooling Media Platform on WhatsApp: A mobile-phone-based media network will be created through the WhatsApp platform to share regular information and initiate media dialogue around the energy-efficient and climate-friendly cooling issues. This tool also could encourage investigative journalism on certain cooling issues. The journalists on the platform will gain information materials to produce article, interviews and investigative reports. A strong social media presence—with approval from U4E - will enhance media networking and will include Facebook, journalist e-mail list serves, etc. for information sharing.

Energy-efficient and Climate-friendly Cooling Policy Radio Talk Shows: Radio and/or TV Cooling policy discussion programmes would be required to sustain the momentum on cooling dialogues and maintain regular cooling discussions on radio and TV. This will provide regular update on national level cooling policy and regulatory issues and follow-up on commitments of the national dialogue series and political will. The idea for this talk show is to push energy-efficient and climate-friendly cooling issues to the desired top level for national development. Popular radio and TV discussion programmes will be identified and on behalf of the project team, Communications Expert will negotiate with the producers and or hosts to create space for energy-efficient and climate-friendly cooling policy discussions on those programmes. Existing programmes that will be engaged for this purpose are: “The Morning Show” on Arise TV, “The Environment” on AIT, “Green Angle on TVC, “Energy & Environment Weekly” on ASO TV, “Our Environment Today” on NTA, “Earth File” on Channels TV - 92.9 – Kapital FM (FRCN); 93.5 – Aso Radio; 94.7 – Rhythm FM, Abuja; 99.5 – Wazobia FM Abuja; 100.5 – Raypower, Abuja; 101.1 – Human Rights Radio, Abuja; amongst others and other relevant media.

Press Conferences will be organized as a prelude to major event to brief media team on the event for effective reporting.

Publication of Energy-Efficient and Climate-friendly Cooling Articles: Press releases and Articles on energy-efficient and climate-friendly cooling will be published in the newspapers to inform and engage stakeholders especially government and the policy makers on the need for policy reforms focusing on MEPS and labels. The articles will carry people and development-centered stories that will appeal to decision makers for actions.

Audience (WHO?)	Media group
Objectives (WHY?)	<ul style="list-style-type: none"> • Engage media to influence public opinion on energy-efficient and climate-friendly cooling issues.
Messages (WHAT?)	<ul style="list-style-type: none"> • Disseminate project’s outcomes and achievements
Channels (HOW?)	<ul style="list-style-type: none"> • Courtesy Visits to Media houses to Secure media diffusion spaces • Media Capacity Seminars and Orientations

	<ul style="list-style-type: none"> • Formation of Energy-efficient and Climate-friendly Cooling Media Platform on WhatsApp • Radio Jingles and Announcements • Media Orientation workshops held jointly with U4E office • Media-outreach programmes • Newsletters • Partner websites • Social media
Products/Deliverables	<ul style="list-style-type: none"> • Well informed media team • Media capacity strengthened • Newsletters <p>Radio programmes including discussions</p>

4.2.5 Communications/Awareness Campaigns for End-Users

This stakeholder group include major end-users of air-conditioners - Hotels, Public Buildings, Estate Developers/Agents, Shopping Malls/Plazas, Residential, Healthcare, Hospitality.

The main purpose of this level of campaign is to generate grassroots-level stakeholders’ support for policy framework to accelerate transition to Energy Efficient ACs as contained in the national cooling plan. Effective communication among general public is needed to achieve project’s objective of “awareness campaign and ownership creation among the public and businesses”. This level of campaigns is needed to effectively review MEPS and labels for Room AC and strengthen imports ban on non- compliant Room Air-conditioners (RACs). The campaign will involve active and interactive engagements with end-users of room ACs like Hotels, Public Buildings, Estate Developers/Agents, Shopping Malls/Plazas, Residential, Healthcare, Hospitality. The approach will involve communication to inform and gather information through a bottom-up approach that will inform effective adaptive enforcement of MEPS and labels for ACs and how to reach high voluntary compliance. These campaigns are crucial to the project component on “awareness campaign and ownership creation among the general public and businesses” that seek to strengthen enabling environment for scaling up the adoption of energy-efficient and climate-friendly air-conditioners in Nigeria.”

Audience (WHO?)	Major end-users of air-conditioners - Hotels, Public Buildings, Estate Developers/Agents, Shopping Malls/Plazas, Residential, Healthcare, Hospitality.
Objectives (WHY?)	<ul style="list-style-type: none"> • Promote the benefits of energy efficient and climate-friendly cooling vision, objectives and aspirations to the public. • Draw massive public support and political demand for energy-efficient and climate-friendly cooling. • Win the backing of cooling businessmen/women for policy and legislative reforms for effective MEPS and labels for ACs in Nigeria.

Messages (WHAT?)	<ul style="list-style-type: none"> • Positive impacts of using efficient cooling equipment • Energy Labels explained • Understanding the ACs regulations, the MVE scheme and enforcement proceedings • Unsustainable cooling depletes ozone layer and increases GHGs emissions leading to climate change • Behavioral change saves money and stay cool.
Channels (HOW?)	<ul style="list-style-type: none"> • Radio/TV discussions/ programmes • Fliers and handbills • Project Website • Newsletters • Social media
Products/Deliverables	<ul style="list-style-type: none"> • Increased adoption of energy-efficient ACs • Increased market penetration of energy-efficient ACs
Methods to obtain feedback	<ul style="list-style-type: none"> • Peer reviews • Structured Surveys of end-users opinion.

5. OVERALL STRATEGY MONITORING AND EVALUATION

To ensure that the overall communications strategy achieve its intended purpose, an effective monitoring and evaluation plan has been developed and is aimed at determining the following:

- Are messages reaching audiences in a timely manner?
- Have information and publicity created visibility and awareness of the cooling project's activities
- Are we using the appropriate channels and tools to communicate with target audiences?
- Is the specific target message reaching and penetrating the target audience?
- Have progress, successes and change been adequately communicated to relevant stakeholders?
- Are target audiences and general demands for information increasing or decreasing?
- How effective are the communication tools?

5.1 Knowledge Management and Learning Plan

Project's knowledge management strategy will be to develop and disseminate informational messages that are delivered through mechanisms and in formats that are appropriate and accessible for the target audience. This will mean that the manner used to deliver project communications will intentionally vary depending on the particular audience, with feedback loops integrated into communication interventions to ensure that the approach is being well received and understood. Particular emphasis will be placed on engaging a range of actors at the national and State levels, including men and women who are involved in ACs business. The Project will collaborate closely with National Orientation Agency (NOA) and Media houses to implement effective outreach.

5.1.1 Communication

The project will facilitate learning and information exchange through face-to-face meetings and access to virtual information. It will utilize a variety of tools and approaches to ensure that key communications messages are disseminated in a 'user-friendly' manner that responds to the specific circumstances of targeted audiences and stakeholder groups at State, national and international levels. The Project will maintain participatory and transparent knowledge management flow that is integrated throughout the implementation of the project. This implies that under each project's output, there will be targeted communication interventions aimed at:

- working with relevant stakeholders to inform, assess and plan for upcoming activities on an iterative basis;
- updating relevant stakeholders on activity progress including key challenges and successes; and
- sharing activity outcomes and lessons learned with relevant stakeholders.

Project knowledge management and communications will be continuous and meant to inform Project stakeholders about project progress and outcomes, as well as to guide upcoming project activities and implementation. The project will use a two-tiered knowledge management and communications approach:

- The **first tier** of project knowledge management is **corporate and internal**, and involves clarifying for implementing partners protocols for branding and documentation; the need for timely and

regular progress reports and success stories in the form of work plans, annual reports, technical reports, and factsheets on most significant change stories. The project will maintain an interactive and comprehensive project-specific website, but also work to provide steady feeds of information to CCC and UNEP to ensure partners are posting accurate, up-to-date information on events, findings and developments. The project will work closely with U4E and ECN on enhanced progress reporting and ensure properly branded.

- The **second tier** of project communications is a series of carefully coordinated Policy Campaigns on technical and scientific information and policy dialogues for **external stakeholders**. Specific communication tools and activities that will be used to support the policy campaigns and share knowledge and lessons generated by the project include:
 - Developing visual communications through pamphlets and posters (targeting end-users' audiences);
 - Delivering messages over local community radio stations (targeting community-based audiences);
 - Collaborating with local cultural events to deliver communications through drama, role plays, local dances and speeches by local leaders (targeting community-based audiences);
 - Holding best practice conferences and learning activities with a range of stakeholders (targeting all national audiences);
 - Documenting and disseminating project case studies with identified lessons learned (targeting all audiences);
 - Publishing research briefs (targeting national and international audiences);
 - Publishing project results and recommendations reports (targeting national and international audiences).

5.2.2 Learning for Adaptive Management

The main internal learning opportunity will be the annual self-assessments, which will be part of the team coordinating meetings. During the self-assessments, we will evaluate the project logic, i.e. understanding if the project is achieving its goals and exploring to what extent project activities have led to desired results. The self-assessments will also connect the milestones, targets, and intermediate results to the overarching goal—i.e., paying attention to both near and long-term effects. Specific self-evaluation questions will be designed for each self-assessment event; however, they will flow out of the following four broad questions:

- What are the key achievements and outcomes of the project?
- How effective is the project's approach in meeting the goals of the Nigeria NDCs?
- How effective is the project and its integrated design in achieving intended results?
- What is the sustainability of the approaches implemented and potential for scaling up?

Project and indicator reports, including assessments and studies feeding into baselines and results reporting will also be used for learning and adaptive management—analyzing the project's impact on reducing GHGs emissions. If the project has been unsuccessful in achieving its purpose and intermediate results (IRs), we will explore which Project assumptions proved inadequate. Also, we will work with partners and local stakeholders to identify how to adapt Project activities and targets to better achieve the IRs.

COMMUNICATIONS STRATEGY MONITORING AND EVALUATION

Objective	Indicators	Baseline	Targets	Frequency	Means of Verification	Impacts Assumptions
Strategic partnerships and effective communication enhanced	No. of articles published by media	None	At least 10	As need arises	Media Channels	Increased understanding about project makes people follow project posts on social media
	Audience % growth rate (follower) on social media increased annually by 20%	0%	20%	As need arises	Data from different Social media platforms	
Media engagement increased	Engagement events held for 3 nos. Print Media outlets; 5 Online media; 1 Radio station	None	2	As need arises	Records of events/ Photos, List of participating media offices, Progress Reports	Engagement events for local media reporters on project activities inspire them to write appropriate stories about project
Project ownership improved	at least 2 numbers (2 per year) of coordination meetings held. At least 45 participants from government and ACs dealers per meeting	None	2	As need arises	Minutes/report, photos, list of participants	Coordination meetings will promote project understanding and ownership built
Project Website developed	By December 2023, a robust website page dedicated for project developed & maintained with 10 % increase in no. of visitors per year	None	1	As need arises	Project Website	Viewers visit website page and access & use project information
Develop publicity materials	At least 5 nos. of different types of Fliers/handbills; 1 Newsletter per Quarter; 2 Roll-Up Banners developed and disseminated per year	None	5	As need arises	Publicity materials/products	Publicity materials/products developed are read & appreciated by target project audience

REFERENCES

1. Communications Strategy Living Landscapes: Securing High Conservation Values in South-Western Bhutan
2. Communications Strategy (2015). Cooperative Agreement No.: AID-641-A-15-00001 Sustainable Fisheries Management Project (SFMP) OCTOBER 2014- SEPTEMBER 2019. Electronic publication available on the Coastal Resources Center's website at **MATRIX**
http://www.crc.uri.edu/projects_page/ghanasfmp/
3. Handbook For Developing A Communications Strategy: Partnership in Statistics for Development in the 21st Century (2021)
4. Inception Report On The Communication Activities Of Ecofridges Financial Mechanisms: Edem Knight-Tay Media and Communications Expert (2020).
5. Communications and Engagement Strategy (2018) AUC, Addis Ababa, Ethiopia
6. Communication Strategy Template: Konrad Adenauer Stift

Annex 1: Protocols for Branding and Documentation

In addition to thinking about how to develop and implement our communications strategy, we also need to make sure we are careful about how we represent our organizations. It is important to properly position this partnership every time we communicate to any audience. Just like a person, our tone of voice can be formal, casual, persuasive, or passionate, but our message should always sound like it is coming from the same organization. People who click on our websites, read our reports, and see our flyers, banners and advertisements related to the project should have no doubt that everything comes from this common project and partnership. Therefore, presenting the partnership correctly is crucial. This means being consistent with the logo placements, partnership slogan, and “on brand” with our key messages and the way we use words and images on all applications. All this will combine to communicate who we are. While we will strive to adhere to these common brand concepts for this project, the individual organization will continue to follow their individual and other organizational branding components such as typefaces, date formats, colors etc. The production of awareness campaigns materials for the project should be in line with visibility guidelines of ECN, UNEP and the donor agency. Specifically, the following protocols for Branding and Documentation should be adhered to:

- All deliverables and documents will conform to the visibility guidelines of ECN, UNEP and the donor agency.
- All communications to the general public and relevant target groups should conform to the visibility guidelines of ECN, UNEP and the donor agency.
- Partners shall use individual project websites to promote the project’s goals, activities and achievements. There shall be no project specific website
- Partners shall submit timely and accurate progress and annual reports including weekly coordination meetings report to U4E office for packaging onward submission to UNEP/CCC.
- All internal communications and the Letterheads should bear the logos of respective partner-organization
- All external communications relative to the project must be on the project letterhead and should project the key partner’s identity.
- All documents produced collectively by partners must acknowledge the contribution of respective partners and or persons involved.
- Project’s products and documents used to advance individual partner-organisation on a non-project platform such as websites, etc. must still acknowledge the ‘support of CCC’ as well as acknowledge other partner organisations involved in production and development of the product.
- All communications with CCC and partner government agencies must be done through the U4E/UNEP and ECN office.
- Development of project awareness campaign materials must be done in consultation with Project Communication Expert for proper branding before printed or published
- Information and products on the project for the use of various implementing partners must be screened by the UNEP/U4E and ECN as well as the Communications Expert before going public; these include media and press-related information
- All information and official engagements under the project shall be shared and made known to partners during monthly/weekly partners meetings;
- Each IP must identify areas of success and significant change stories under the project - at least once every quarter - necessary for follow-up by the communications expert.