

NHRI·EU

**COMMUNICATION
& VISIBILITY PLAN**



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COMMUNICATION & VISIBILITY PLAN

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INTRODUCTION

The EU has awarded the Danish Institute for Human Rights (DIHR) a €5 million grant with two overall objectives i) strengthening the capacity of National Human Rights Institutions (NHRIs) and ii) to strengthen the NHRI networks. DIHR implements the project in collaboration with five co-applicants that are both partners and beneficiaries of the project. They are the global and four regional networks of the National Human Rights Institutions. The project furthermore has a number of NHRIs worldwide as additional beneficiaries.

The purpose of this Communication and Visibility Plan is to ensure valuable communication about the projects' opportunities to NHRIs worldwide, while informing important external stakeholders and the public about the impact of the project. The project therefore relies on successful internal and external communication among the NHRI community, because NHRIs have to participate in the project without being partners, and with little preliminary knowledge about the project. The purpose of the plan therefore is not limited to ensuring EU visibility requirements, even though that is a secondary purpose.

The Communication and Visibility Plan contains a communication strategy (chapter 1), an action plan for implementation (chapter 2) and an overview of allocated communication resources (chapter 3).

CHAPTER 1

1 COMMUNICATION STRATEGY

1.1 OBJECTIVES

The main purpose of this Communication Strategy is to ensure that communication reaches the target group of the project in time (i.e. the NHRIs and the networks) while raising awareness of the existence of, and impact of, the NHRI networks and their regional human rights challenges. Two objectives have been identified.

COMMUNICATION OBJECTIVE 1

NHRIs worldwide know the NHRI-EU project's e-learning, workshops and re-grants opportunities and at least 50 NHRIs participate in the first two steps (e-learning and workshops).

COMMUNICATION OBJECTIVE 2

Relevant media publish stories about NHRIs and their networks, and the target groups (chapter 1.2) engage in a dialogue with NHRIs and their networks.

1.2 TARGET GROUPS AND SPECIFIC OBJECTIVES

| Target group(s) | Specific Communication Objective(s) |
|--|---|
| <p>Global institutions, international trade organisations and regional organisations.</p> <p><i>Examples: UN agencies, IMF, World Bank, ASEAN, ECOWAS, Arab League, European Union, African Union, APEC, OAS</i></p> | <p>Creating a dialogue between NHRI networks and the global and regional institutions. *</p> |
| <p>NHRIs worldwide</p> | <p>Ensure that the beneficiaries, i.e. the employees and/or managers or policy makers from NHRIs worldwide, are included in the development process of the blended learning, and that they are aware of when to sign-up for the different courses, workshop and re-grants, and that they apply for participation.</p> |

* The long-term **project** objective is to influence human rights related policies and guidelines positively, and to direct more funds towards NHRIs and their networks.

CHAPTER 2

2 COMMUNICATION ACTIVITIES

2.1 MAIN COMMUNICATION ACTIVITIES

Recurrent communication activities:

- Quarterly newsletters with information about progress on the project and upcoming activities. Newsletters are published on the new GANHRI website and are sent to NHRIs, the networks and the EU, and other interested stakeholders and target groups.
- Annual meetings with GANHRI, NANHRI, ENNHRI, APF and Americas network.
- Annual awareness raising campaign carried out during the annual global meeting for NHRIs (organised by GANHRI in Geneva in March each year).
- On-going compliance with EU visibility requirements in all developed project materials, publications, e-learning courses, facilitations, workshops, etc.

Timeline of single project communication activities:

2016:

- *4th Quarter:* Carry out targeted communication to NHRIs to ensure that a high number sign up and participate in the e-learning courses. Communication via new GANHRI website, newsletters, emails, Facebook, DIHR website, regional networks websites and twitter.

2017:

- *1st Quarter:* Carry out targeted communication to NHRIs to ensure that NHRIs participate in the facilitated workshops. Workshops are open to people who participated in the e-learning. A workshop is carried out in each thematic area, in each of the four regions, and each workshop can accommodate up to 14 participants.
- *2nd Quarter:* Updating NHRIs worldwide and selected media agencies on which activities the regional and global networks will implement. DIHR and partners will decide on the specific activities jointly during the second half of 2016. An example of an activity is that a network carries out a crowd sourcing

activity among member NHRIs, with a prize for the best short video clip documenting an applied methodology and result, and what it has led to.

- *4th Quarter*: Carry out targeted communication to NHRIs to ensure that NHRIs know about the purpose of the project's 16 re-grants and how they can apply.

2018:

- *3rd Quarter*: Information to selected target groups (chapter 1.2) about what the five networks achieved with funds from this project, and how the funds contributed to making the networks stronger.
- *4th Quarter*: Press release on selected impacts and use of the re-grants. The project has 16 re-grants that will be used to support national projects within the same four thematic areas as the blended learning (HRE, HRB, ECSR and M&R).

2.2 COMMUNICATION TOOLS

- 1) Awareness raising events:
 - a. DIHR participates at a knowledge fair during the annual NHRI meeting in Geneva, to increase NHRIs' knowledge about the project's opportunities and impact.
 - b. One (or more) networking activities for each of the four regional networks. Specific activities to be defined jointly with networks.
- 2) Information material:
 - a. Project leaflets for distribution to all partners, potential donors, potential beneficiaries (NHRIs) and other interested stakeholders.
 - b. Quarterly newsletters to EU, all five co-applicants/partners and circulated among all NHRIs via partners' websites or by email.
- 3) Websites:
 - a. DIHR website will have a sub-section where information about the project as well as press releases and other relevant project material are stored. Further, we will launch an international Facebook page in the beginning of September 2016 that also contains information about the project.
 - b. DIHR will suggest that GANHRI should publish all press releases and project information on the new GANHRI website.
 - c. Regional networks are urged to distribute relevant information about the project on their websites.
- 4) Press releases:
 - a. DIHR communicates about major project achievements on DIHR's website and Facebook page and tries to get stories in relevant

media, such as national media in countries where project activities are implemented. Specific media will be identified depending on decisions like where the face-to-face workshops are organised and where the re-grants are implemented. Ideally, the story we would like to generate is that the blended learning had a positive effect on the work of the NHRIs and to be able to document the impact the re-grant had. Media will be mainly those located in countries where regional and global networks have their offices, which are often the same countries where some donors and regional and global institutions are located, i.e. Kenya, Belgium, Australia, Bolivia and Switzerland.

- b. The project team will produce small video stories from the countries visited via the project. These are published on the DIHR website.
 - c. The project team will publish occasional articles in media such as national newspapers and on-line news agencies like Huffington Post.
 - d. DIHR - together with partners' communication units - will publish stories from their network and link them to the project.
- 5) Social media:
- a. DIHR uses twitter to provide short updates about meetings and visits and also uses it as a platform for both the regular and special communication activities.
 - b. DIHR also uses Facebook to communicate the same stories as on websites and twitter, to reach a wider audience.
- 6) E-learning:
- a. DIHR uses the electronic learning environment to ensure that basic EU visibility requirements are fulfilled, so that all our partners are aware of EU's support.
- 7) Workshops
- a. DIHR ensures EU visibility during workshops, e.g. by having roll-up banners and EU's logos on facilitators' visual presentations.

2.3 LANGUAGE

The project is a global project with beneficiaries potentially from more than 100 different countries. The project therefore follows some principles regarding the languages offered, when communicating.

- The content of and the communication about e-learning, workshops and re-grants is offered in the four official GANHRI languages, which are English, French, Spanish and Arabic.
- Final project products, such as the two global baselines studies, will be translated to all four official GANHRI languages.
- Network activities (besides blended learning and re-grants) will only be offered in one or more of the relevant GANHRI languages, depending on an assessment of regional needs.
- Quarterly newsletters will be translated in all four official GANHRI languages.
- Project related information and smaller updates will be published in the languages used by the implementing partners, e.g. English and Spanish.
- In principle all other documents are produced only in English, but will be translated when needed.

2.4 ACTIVITIES, TOOLS AND FEEDBACK

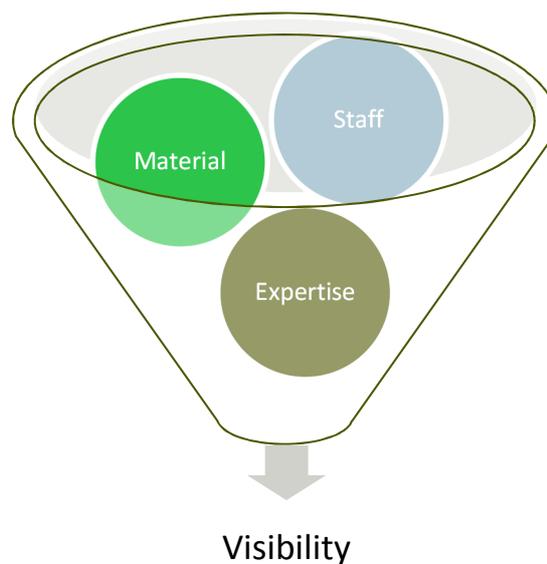
| Communication activities | Tools | Indicators of achievement of the tools | Feedback forms (if any) |
|---|--|--|---|
| Recurrent activities: | | | |
| <ul style="list-style-type: none"> Quarterly newsletters (2,3,5) Annual meetings (2) Annual awareness raising campaign (1,2,5) On-going compliance with EU visibility requirements (all) | 1) Awareness raising 2) Information material 3) Websites 5) Social media 6) e-learning 7) Workshops | 1) NHRIs get involved and receive newsletters 2) Project leaflets, banners & newsletters 3) Websites updated and NHRIs stay informed via websites 5) Tweets using #NHRI & #EU, Facebook 6) & 7) Material used during e-learning and workshops, banners, pictures | 1) Questionnaires 2), 3): N/A 5) Re-tweets and likes 6), 7) Number of participating NHRIs signing up for the e-learning and face-to-face workshops |
| Other activities | | | |
| Targeted communication to NHRIs worldwide to ensure that high numbers sign up and participate in the blended learning | 1) Awareness raising 2) Information material 3) Websites 5) Social media | 1) Knowledge fair at ICC 29 meeting 2) Quarterly newsletters 3) & 5) updates on DIHR's and partners' websites and social media accounts | Fully booked workshops with eligible participants (e-learning is a requirement for participation) |
| Update to NHRIs worldwide and selected media, on activities implemented with the regional and global networks | 2) Information material 3) Websites 4) Press releases 5) Social media | 2) Quarterly newsletters 3) & 5) Updates on DIHR's and partners' websites and social media, videos 4) Press release published | N/A |

| | | | |
|--|---|--|---------------------------------|
| Targeted communication campaign to NHRI, to ensure that they know the purpose of the project's re-grants, and how to apply for such grants | 1) Awareness raising 2) Information material 3) Websites 5) Social media | 1) Knowledge fair at ICC 29 meeting 2) Quarterly newsletters 3) & 5) Updates on DIHR's and partners' websites and social media | Number of relevant applications |
| Information about the impact of NHRI-networks, and how the implemented project activities contributed to stronger networks for stronger collective impact | 2) Information material 3) Websites 4) Press releases 5) Social media | 2) Quarterly newsletters 3) & 5) Updates on DIHR's and partners' websites and social media 4) Press release published | N/A |
| Press releases on the impact of the re-grants. The project has a total of 16 re-grants that can be used for small projects within the same thematic areas as the blended learning (HRE, HRB, ECSR and M&R) | 2) Information material 3) Websites 4) Press releases 5) Social media | 2) Quarterly newsletters 3) & 5) Updates on DIHR's and partners' websites and social media 4) Press release published | N/A |

CHAPTER 3

3 RESOURCES

Communication requires human and financial resources. The EU project budgeted for direct communication costs such as printing of material, but also for indirect costs such as time spent by people while implementing the strategy. The types of resources required are shown below.



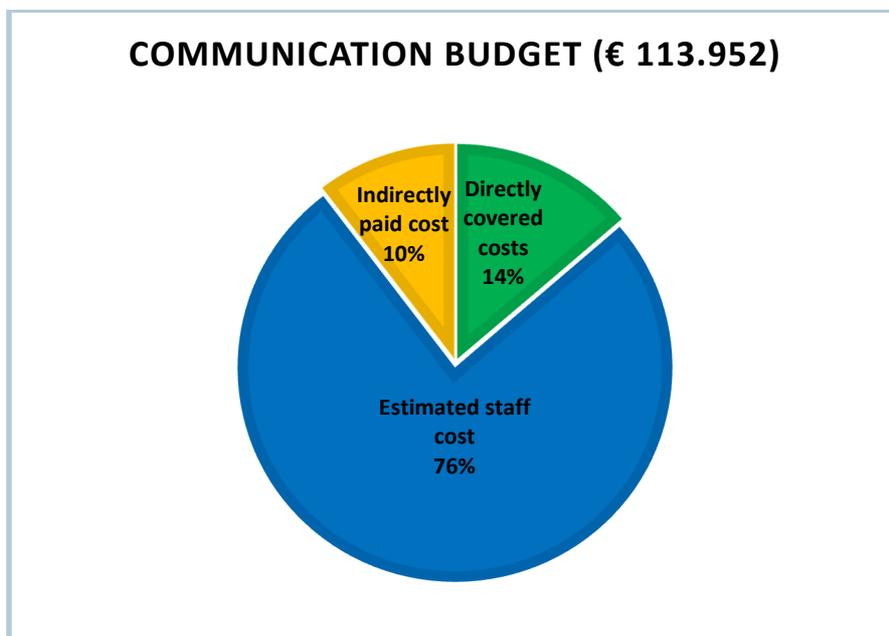
Implementation is simplified and systematised by adjusting templates and as an outcome of this strategy. Reminders about upcoming activities and reminders to add acknowledging texts and logos on produced material are part of the implementation of the strategy. However, most activities to be implemented still require that involved staff reserve time to produce newsletters, stories and updates.

The table below lists the resources allocated. Costs that have their own individual budget line are called “directly covered costs”. Implementing staff costs, such as project managers’, officers’ and coordinators’ salary, are not separated into the functions they perform in the budget (e.g. communication)

and the amount below is therefore based on estimates (“estimated staff costs”). Finally, the DIHR communication unit will be used as experts throughout, which is an expense not covered by the project and referred to as “indirectly paid cost” (Overhead contributions).

| Text | Unit Cost | Estimate | Communication Cost |
|---|------------------|-----------|--------------------|
| Design & production project leaflet (A4.4) | € 950 | 100% | € 950 |
| Design & production brochure (A4.4) | € 760 | 100% | € 760 |
| Production banners workshops (A4.4) | € 1.140 | 100% | € 1.140 |
| Design & programming existing ICC website (A4.4) | € 2.500 | 100% | € 2.500 |
| Website link with e-platform & adaption to partners websites (A4.4) | € 3.000 | 100% | € 3.000 |
| Website continuous administration & webserver hosting costs (A4.4) | € 4.860 | 100% | € 4.860 |
| External expert: support to develop visibility plan (A4.4) | € 2.380 | 100% | € 2.380 |
| DIHR staff (project manager, project officer, managers) | € 685.512 | 7,5% | € 51.413 |
| Regional coordinator NANHRI | € 143.979 | 5% | € 7.199 |
| Regional coordinator ENNHRI | € 118.800 | 5% | € 5.940 |
| Regional coordinator APF | € 101.937 | 5% | € 5.097 |
| Regional coordinator Latin America | € 97.200 | 5% | € 4.860 |
| Coordinator, GANHRI | € 240.900 | 5% | € 12.045 |
| <i>DIHR Communication Staff Estimate (not paid directly by the project)</i> | <i>€ 236.160</i> | <i>5%</i> | <i>€ 11.808</i> |
| TOTAL | | | € 113.952 |

DIHR staff has a higher allocated proportion for communication, since they develop the materials and strategy, while implementation is a joint process, which is the reason for the relationships visualised in the chart below.



The total amount spent on communication thereby represents approximately 2,3% of the total budget of €5 million, but this is partly based on estimates.

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