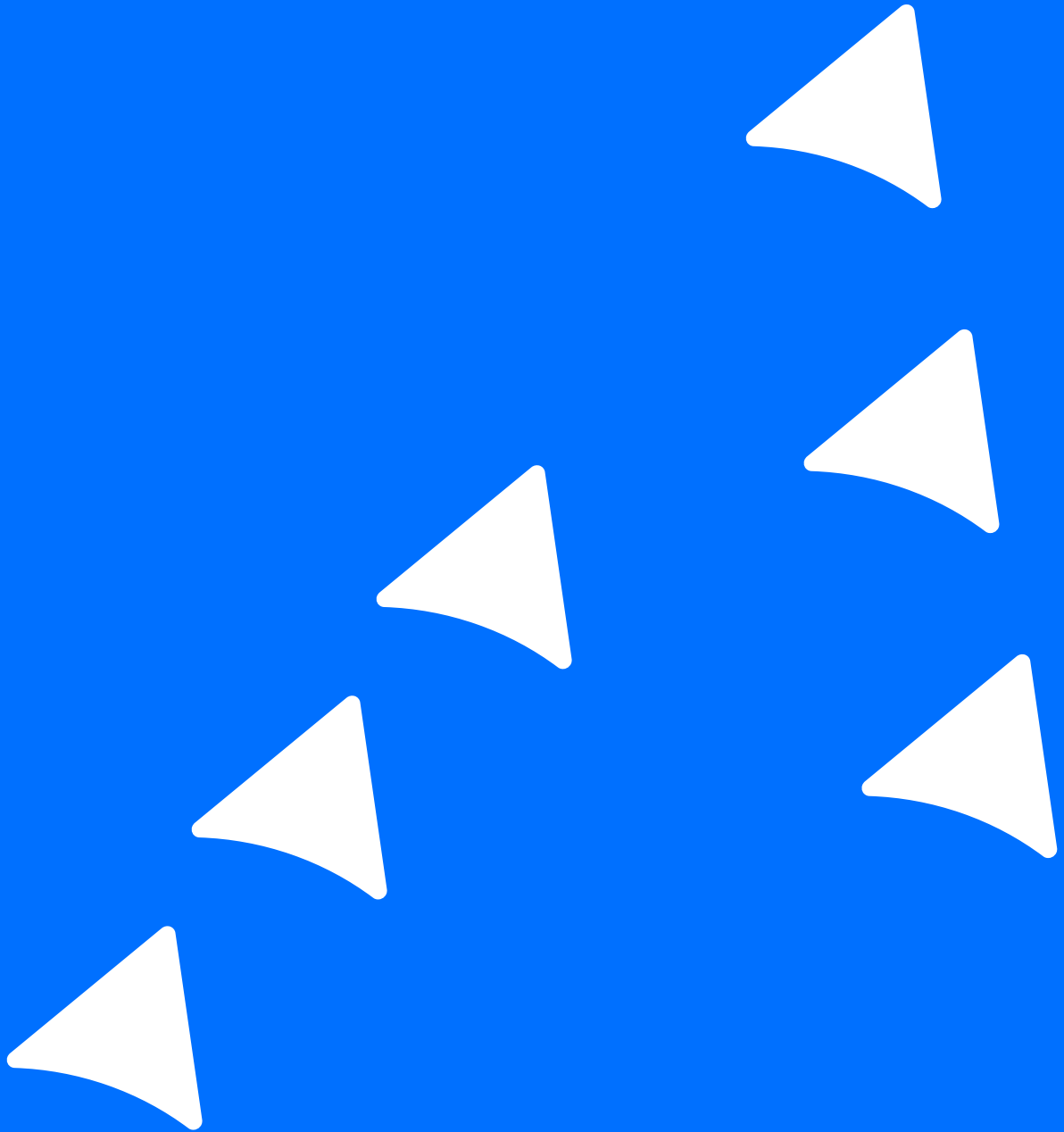


Communications Strategy



Contents

Introduction	4
Identity	8
Messaging	10
Knowledge products	12
Stakeholders	14
Global outreach	16
Communications structure	16
Activities Tables	18

All Small Island Developing States (SIDS) are dependent on imported products, many of which contain substances that can become hazardous if they are not disposed of safely. Most SIDS, however, lack the facilities to safely and sustainably manage the range of toxic chemicals and hazardous waste that is accumulating.

The Implementing Sustainable Low and Non-Chemical Development in Small Island Developing States (ISLANDS) Programme is a Global Environment Facility-funded initiative that supports 33 SIDS in four regions – the Atlantic,¹ Caribbean, Indian and Pacific Ocean – to reduce and manage toxic waste in their territories.

The ISLANDS Communications Strategy, by providing guidance on targeted and unified communications across the Programme, seeks to raise awareness of the dangers of pollutants in SIDS, the scale of the problem and the actions that can be taken at all levels of society to manage these issues. The strategy reflects ISLANDS' approach of preventing further build-up of chemicals entering SIDS, managing products entering SIDS, and safely disposing of and recycling existing chemicals and products in SIDS.

Tailored communication and knowledge products and community engagement activities will be developed and targeted to specific stakeholder groups to inform and facilitate meaningful action, while all pertinent information gathered will be collated and shared across global communities of practice hosted on the [Green Forum](#), an online interactive community space – managed by the Green Growth Knowledge Partnership (GGKP) – for professionals to share and discuss insights in the pursuit of a sustainable economic transition.

Annual regional communication plans will be developed by each regional project to map the most relevant pathways in each country for informing and gathering information related to harmful pollutants, promoting changes in behaviour and practice, and targeting stakeholder groups with appropriate “need-to-know” products on key issues.

This strategy contains guidance on the messaging, the visual templates for use at all public facing events, and an outline of activities for the ISLANDS Programme communications focal points.

The ISLANDS Programme has three overarching objectives:

- 1 Prevent further build-up of chemicals entering SIDS and manage products entering SIDS throughout their lifecycle.
- 2 Manage safely the disposal and recycling of existing chemicals and products in SIDS.
- 3 Facilitate SIDS-SIDS learning.

The GEF ISLANDS Communications Strategy has three objectives:

- 1 Raise awareness among multiple and diverse SIDS stakeholders on harmful pollutants found in everyday products and the associated dangers to the health of women, men, children and the environment in SIDS.
- 2 Promote changes in practice and behaviour across diverse communities, stakeholders and actors that will lead to more sustainable waste and chemical management practices among targeted groups.
- 3 Contribute to global chemicals-and-waste communities of practice and SIDS-SIDS learning by collecting, curating and sharing targeted knowledge products and best practices on sustainable waste management.

ISLANDS Global Environmental Benefits:
The ISLANDS Programme is targeting chemicals and hazardous waste in four main categories as listed in the table below. Each region has specific quantitative reduction targets, while the cumulative global environment benefits of the ISLANDS Programme are listed in the table.



ISLANDS identity

The ISLANDS Programme has developed the ISLANDS Brand Kit and Visibility Guidelines to provide for a consistent visual identity in all activities associated with outreach and communications, including awareness raising, behaviour change activities and need-to-know products.

[Brand Kit and Visibility Guidelines](#): Contains a series of logos and style guidance to be used by all regions in outreach materials, seminars, trainings and other events. Training on how best to use the guidelines will be presented to all regional groups.

Design Templates: The ISLANDS Programme-branded templates are hosted in the application [canva.com](https://www.canva.com). Each Regional Executing Agency (REA) has access to this tool and resource to develop its public facing materials for all ISLANDS-related events. Training in the use of Canva will be offered to all involved in communications globally.

[The GEF ISLANDS website](#): A visually appealing, user-friendly site that illustrates the nature of the chemical and waste issues facing SIDS, as well as the role of the ISLANDS Programme in mitigating them. It will become a platform for human interest stories and all news on ISLANDS Programme-related activities and achievements from each region. It will also act as the main repository for knowledge products as they are elaborated on each thematic area, and as a portal to the ISLANDS communities of practice on the Green Forum. A series of interactive graphics and knowledge products will be developed to help enhance understanding of each of the thematic areas of the ISLANDS Programme and identify the key points where specific stakeholders can have an effect.

[The Green Forum](#): Hosts seven ISLANDS communities of practice centred around the following topics: end-of-life vehicles, e-waste, gender, mercury, plastics, used oil and ISLANDS – where interaction between SIDS stakeholders and other actors in the Programme will be encouraged and supported. The communities of practice are intended to support knowledge and experience sharing among and between stakeholders towards the replication of successful SIDS activities in other SIDS and will be further animated with targeted knowledge products, lessons learned, SIDS-focused opportunities and interactive community activities (e.g. community talks).

[Gender Equality Action Plan](#): ISLANDS is mainstreaming a gender-responsive approach across the Programme's technical and operational components, which will be factored into all communications to ensure participatory and inclusive language and targeting to diverse stakeholders and marginalized groups.

[ISLANDS Photo Library](#): A global repository of photographs has been set up and all SIDS are invited to contribute visual materials to it, which are sensitive to their subjects rights and dignity. The resource can be used in an appropriate way to support the visual identity of communications products and activities. All REAs and National Focal Points have access to the photo library.



ISLANDS messaging²

A coherent theme will run throughout the Programme to support awareness raising and behaviour change activities. All outreach and public facing materials will highlight the ISLANDS key messages below that have been developed to support awareness on the issues and promote the ISLANDS identity and raison d’être.

Campaign messages designed to increase interest and raise widespread public awareness of the nature and scale of the pollution issues facing islands, and the behavioural change required, will be delivered through the most appropriate channels for each country and its diversity of stakeholders as elaborated by the REAs and based on the messaging outlined below.

All REAs are invited to include the following lead strapline in all outputs:

“The Tide has to Turn” is the ISLANDS strapline. All ISLANDS communications outputs including presentations, outreach materials, communications, behaviour change materials, webinars and other public events should include the strapline. The phrase represents several elements linked to SIDS and ISLANDS. The islands are surrounded by the sea, much of the toxin-containing products and materials the Programme is dealing with arrive upon ships traveling on the sea, while the tides themselves bring in plastics and other pollution. The climate crisis is causing sea level rise and higher tides. The tide has to and does turn in nature, but further action is needed to turn the tide on the influx and effects of pollution and climate change.

Secondary messaging to further support ISLANDS identity are:

“Many items that end up in landfills should not be there. Some retain significant economic potential while others release toxic chemicals. ISLANDS will clarify how best to handle a range of materials before they arrive at a landfill.”

“There will always be waste, but much of what is currently treated as waste can be recycled, meaning it is a resource that can create income, jobs and skills for women, men and youth and future generations for better, healthier lives.”

The following facts should be emphasized where appropriate in all public-facing interactions:

“SIDS by definition have limited land area, but hazardous waste is accumulating on them, damaging ecosystems and harming the health of island women, men and children, animals and crops.”

“ISLANDS is supporting SIDS to improve waste management, increase recycling rates, and share solutions between SIDS.”

² The Communications Strategy is accompanied by an ISLANDS Messaging Guidelines document, which includes messages directed to specific stakeholders.



‘Need-to-know’ knowledge products

A substantial body of knowledge on improving chemicals and waste management in SIDS is already reviewed and collated on gefislands.org. This is being coalesced into concise accessible briefs, data visualizations and guidelines that can be used to inform governments and other identified stakeholders on the opportunities for progress in key areas.

Effective ISLANDS knowledge products are those that can be understood and inform the actions of ISLANDS stakeholders. They must collate the most SIDS-relevant global information on chemicals and waste management, as well as highlight the impacts, best practices and lessons learned from ISLANDS SIDS. They must be clear, easy to understand and informative. There is no shortage of knowledge resources, but there is a dearth of concise information on ISLANDS issues of ELVs, e-waste, gender, mercury, plastics and used oil management, which this strategy will address.

Interactive graphic templates illustrating the lifecycles of the products and materials associated with the ISLANDS focus areas – ELVs, e-waste, mercury, plastics, used oil and other toxic chemicals – are under development. These templates will reference the key stakeholders associated with these materials at various stage of their lifecycles, and can be further elaborated on to ensure pertinence at regional and national level. Knowledge products will be developed into need-to-know communication products that can precisely inform, and gather information from, those stakeholders who are in a position to act on the targeted pollutants.

As the regional ISLANDS project activities begin to generate their own data, results and lessons learned, this information will be further curated into best practice need-to-know products designed to inform and encourage action among specific stakeholders in other SIDS and inform communication campaigns. The knowledge briefs will be collected on the gefislands.org website under the [Knowledge](#) Section.

Knowledge products and associated communications products will be made available through the communities of practice on the Green Forum to inform debate and reach stakeholders in other SIDS with practical information on dealing with pollutants. The Coordination, Communications and Knowledge Management (CCKM) child project will liaise closely with REAs to develop appropriate knowledge products to support communication activities with the stakeholders. REAs will advise on possible and necessary updates to increase the efficacy of knowledge products and associated communication materials.



Stakeholders

Stakeholders are all those that are affected by pollutants, but also those who are in a position to take action to reduce the pollution problem in SIDS. The [ISLANDS Stakeholder Engagement Handbook](#) has identified the following six broad categories of stakeholders: informal and underrepresented groups; civil society and NGOs; donor government and related projects; government entities; international partners; and the private sector.

The CCKM and REAs will identify stakeholders in each country who can bring appreciable pressure to bear to achieve a measurable impact at critical points on the lifecycle of the materials targeted by the ISLANDS Programme. For example, if the tourism industry, notably cruise liners and their passengers, generate waste and pollution that remains on islands, what communication and messaging is needed that incentivizes both the cruise operators and their passengers to change behaviour? Feedback and lessons learned from such targeting will ensure that more precise protocols and policies can be identified and supported with well-focused communications and knowledge products and updated thematic lifecycle graphics.

Campaign messaging, knowledge and communication products, the thematic lifecycle graphics and other outreach materials will be fine-tuned by the REAs to suit the country contexts and target pollutants in each individual SIDS – and tailored towards targeted stakeholders and the actions they could take. In turn, stakeholders’ experiences in their fields should be gathered by REAs to help inform further communication and knowledge products. The CCKM and REAs will invite stakeholders to join the global communities of practice on the Green Forum. The CCKM will coordinate activities to ensure community building, stakeholder communication and information sharing towards action. Further, the communities provide ISLANDS with a channel to listen to its stakeholders and amplify their voices.

Gender-specific communications products will be elaborated in accordance with the [Gender Equality Action Plan](#) and advice from the Gender Specialist on the aggregation of gender specific knowledge and the appropriate messaging to be derived from it.



ISLANDS global outreach

ISLANDS is integrating with relevant United Nations Environment Programme (UNEP) campaigns and communications networks for broader outreach and will share assets to boost messaging and Programme influence. Specifically, ISLANDS will link with [UNEP’s Clean Seas Campaign](#), which aims to turn the tide on plastic, and UNEP’s [Beat Pollution](#) Campaign, which aims to build and nurture a larger narrative on a pollution-free planet. ISLANDS will also link with additional initiatives on Beat Plastic Pollution, Beat Waste Pollution and Beat Chemical Pollution themes, which are currently being developed. By linking with these broader campaigns, ISLANDS communications will reach additional global stakeholders outside of SIDS.

ISLANDS will liaise with the UN Food and Agriculture Organization (FAO), Global Environment Facility (GEF), Inter-American Development Bank (IDB) and United Nations Development Programme (UNDP) to identify opportunities to support outreach and affect wider dissemination of ISLANDS-generated information and results.

ISLANDS communications structure

The communications network consists of a Communications Coordinator at global level based in Geneva, Switzerland, who is responsible for the execution of the ISLANDS Communications Strategy. The Regional Communications Focal Points for the Atlantic, Caribbean, Indian and Pacific child projects are responsible for developing annual regional communication plans and activities, in conjunction with all participating SIDS, in liaison with the Communication Coordinator and in accordance with annual child project workplans. Annual Regional Communication Plans should be completed no later than December the previous year and run from January to December. A monthly coordination meeting will take place between the Communications Coordinator and the REAs, further supported by the National Focal Points in each country when necessary.

The Communications Coordinator will send updated templates, including Powerpoint presentations, press releases and other branded assets to all communication focal points. These will be transmitted by emails under the subject line: ISLANDS Communications Transmission 1, 2, 3, etc., to ensure they are easily retrievable and tracked.

A planning calendar will be used to maintain coherence on all planned activities, stories, campaigns and events, and help ensure the timely and appropriate production of communications and knowledge products and other messaging as warranted.



ISLANDS Activities Tables

The following tables outline the roles and responsibilities of the REAs and the ISLANDS Communications Coordinator. Each line of the table illustrates the complementarity of the expected activities of the CCKM and REAs and reinforces the close cooperation that will be needed to achieve the targets and indicators as outlined. The tables will be used as the basis for the annual communications planning by the REAs and will be used to inform the agenda of the regular monthly communication meetings between the Communications Coordinator and REAs.

The five tables outline the ISLANDS Programme intentions in terms of collateral, outreach, mapping, training, and monitoring and clearance. The final column illustrates the targets and indicators expected at the mid-term and at the end of the Programme.

(CCKM) Global Communications		Regional Executing Agencies (REAs)	Targets and Indicators*
Communications Plans	<ul style="list-style-type: none"> ● CCKM develops the ISLANDS Communication Strategy to guide all aspects of ISLANDS communications and presents it to each REA. ● Communication Coordinator supports development and finalization of the regional communication plans. 	<ul style="list-style-type: none"> ● REAs develop and operationalize regional Communication Plans, which raise awareness and encourage behaviour change on ISLANDS thematic areas, based on the regional annual workplan and the ISLANDS communications strategy. 	<ul style="list-style-type: none"> ● MT: ISLANDS Communications strategy complete. ● 2 Communications Plans in place. ● 4 REAs trained in comms strategy. ● 2 annual events executed. ● EoP: 4 annual Communications Plans developed and activities executed in all regions.
Brand kit and visibility guidelines	<ul style="list-style-type: none"> ● CCKM guides and maintains the integrity of the ISLANDS brand kit and visibility guidelines and provides advice on consistency of imagery and messaging. ● Canva.com is hosting the ISLANDS branding and visibility templates. ● CCKM will deliver training on the use of Canva and the templates. 	<ul style="list-style-type: none"> ● REAs use the approved ISLANDS branding, messaging and templates stored on Canva as the basis for their outreach products. ● Signoff on messaging and design will be confirmed by Communication Coordinator. 	<ul style="list-style-type: none"> ● MT: 5 regional child projects applying the visibility guidelines. ● EoP: ISLANDS Prog visible in all SIDS. ● <i>Updated Brand Kit presented to x4 regions (2 in 2022, 2 in 2023).</i> ● <i>Training on Canva (2 regions in 22, 2 in 23).</i>
Communications Products	<ul style="list-style-type: none"> ● CCKM develops globally relevant communications products including, fact sheets, videos, animations and podcasts on all thematic areas. ● Interactive thematic graphics on the lifecycle of targeted materials developed for use in campaigns and stakeholder activities. ● Provides quarterly updates as new products become available. 	<ul style="list-style-type: none"> ● REAs make use of global products and also produce high-quality visibility products for regional and national usage using approved messaging and branding, mindful of local factors and sensibilities. ● The lifecycle graphic templates are available for local adaptation, for use in stakeholder activities and general awareness raising. 	<ul style="list-style-type: none"> ● <i>MT: 6x thematic packages on ELV, e- waste, used oil, mercury, plastics and gender.</i> ● <i>EoP: # products developed by REAs using thematic packages.</i>
Knowledge Products (KPs)	<ul style="list-style-type: none"> ● CCKM ensures KPs are developed and available in user-friendly formats. ● KPs are used to develop need-to-know briefs that can be used by REAs to target specific stakeholders. ● CCKM supports channelling of KPs and best practices through communities of practice and the Green Forum to inform possible action in other SIDS. 	<ul style="list-style-type: none"> ● REAs use KPs to inform communications products and campaigns targeted at specific stakeholders. ● REAs ensure that new knowledge is gathered from the stakeholders, and shared with Communication Coordinator to inform new knowledge and communication products. ● REAs actively encourage participation on the communities of practice (CoP) and Green Forum. ● REAs actively seek out and include information posted on the communities of practice to inform their campaigns and stakeholder activities. 	<ul style="list-style-type: none"> ● MT: ≥ 50 KPs curated and synthesized; 3 communities of practice established. ● EoP: ≥ 150 ISLANDS KPs developed. ● ≥ 1,000 participants in communities of practice. ● MT: 3 best practice documents complete (e-waste, ELV, used oil) – and shared on CoP. ● 2 ‘lessons learned’ publications shared/yr. ● EoP: 4 ‘lessons learned’ publications shared/yr. ● EoP: 40 govts/ communities participating in CoP and/or Green Forum. ● ≥ 10 activities replicated from one SIDS to another.

*

MT = Mid-term

EoP = End-of-Programme

Roman text = Log frame indicators

Italic text = Added indicators (2023)

(CCKM) Global Communications		Regional Executing Agencies (REAs)	Targets and Indicators*
Photos and videos	<ul style="list-style-type: none"> ● CCKM has established an ISLANDS Photo Library and will assist in curation of all material uploaded to it. ● CCKM ensures the use and dissemination of photos and videos to support stories, the website and other outreach materials. ● Short films illustrating the problems, actions and solutions will be commissioned for use on the website and other outreach channels. 	<ul style="list-style-type: none"> ● REAs ensure that there is a photographic record of all Programme-related activities; local skilled photographers should be hired to record the individuals, problems, solutions and project activities, campaigns and results; all photos to be uploaded to the ISLANDS Photo Library. ● A series of 'one-minute videos' of participants and their experiences developed for use in a dedicated space on the gefislands.org website and for social media outreach. 	<ul style="list-style-type: none"> ● # photos uploaded from all 33 SIDS. ● # short films from each REA posted to www.gefislands.org.
gefislands.org	<ul style="list-style-type: none"> ● CCKM manages the gefislands.org website, maintaining the thematic pages and populating the regional pages in conjunction with REAs; supports access to the Green Forum and the animation of the communities of practice, and provides final edit of all stories placed on these and those sent to the global networks. ● The Communication Coordinator supports REAs to generate regular input to increase the website's presence as the repository of ISLANDS human-interest stories, project experiences and achievements, and also as the vehicle for capturing the ever-evolving knowledge products and catalysing participation in the communities of practice and Green Forum. ● CCKM establishes and maintains weblinks with BCRC Caribbean, FAO, GEF, GGKP IADB, SAICM, SPREP, UNDP, UNEP and other agencies and associated partners in the public and private sector for further distribution of ISLANDS-generated outreach materials. 	<ul style="list-style-type: none"> ● REAs generate human-interest stories, videos, photographs and an increasing number of Programme activity-related stories for including on the website and sharing on the communities of practice. ● REAs collect the evolving KPs and best practices as a result of stakeholder activities for inclusion on the website and communities of practice in conjunction with Communication Coordinator. 	<ul style="list-style-type: none"> ● 25 items/stories posted on website in 2023, 40 in 2024, 60 in 2025. ● 25 KP and best practice stories posted 2023, 50 in 2024, 75 in 2025, 100 in 2025. ● # items/stories posted on partner websites. ● # visits and uploads to Green Forum and communities of practice (CoPs). ● # visitors to gefislands.org.

Outreach

(CCKM) Global Communications		Regional Executing Agencies (REAs)	Targets and Indicators
Stories	<ul style="list-style-type: none"> The Communication Coordinator will produce global stories and press releases for dissemination on the website, the media and other channels. The Communication Coordinator will approve final edit of all stories produced by the REAs and ensure they are published on the gefislands.org news section with selected top stories further disseminated through the ISLANDS network. All stories will be directed towards the communities of practice on the Green Forum for further dissemination among SIDS. 	<ul style="list-style-type: none"> REAs will collect and develop human interest and project activity stories for national, regional and global distribution to increase awareness of ISLANDS and its activities. REAs will collect information in a wide variety of forms, including articles, interviews, photographs, one-minute videos, postcards, photo essays and competitions, showing island perspectives on issues related to the Programme. REAs will collect the voices and opinions of stakeholders in project activities to inform new knowledge products and best practices. Monthly meetings to share the story collecting agenda with the Communication Coordinator. 	<ul style="list-style-type: none"> 25 items/stories posted on website in 2023, 40 in 2024, 60 in 2025, 75 in 2026. # items/stories run by national media in 33 SIDS. 25 KP and best practice items posted on gefislands.org 2023, 50 in 2024, 90 in 2025, 150 in 2025.
Campaigns and events	<ul style="list-style-type: none"> CCKM advises on all campaign and outreach events. The Communication Coordinator will promote and support and SIDS involvement in competitions (such as CreateCOP27); a dedicated space for competitions is created on gefislands.org. The Communication Coordinator advises on creating ‘pollution-free spaces’ with national media and other stakeholders. The Tide Turners app will be supported throughout the duration of the Programme to amplify Tide Turner voices through the web and social media channels; a Tide Turner Community will be created on the Green Forum. CCKM provides comms advice for other major events attended by REAs related to ISLANDS. Such initiatives can provide ISLANDS and national media networks with people and stories to create ‘pollution-free’ spaces in their output. ISLANDS will prepare a visibility event at the GEF Assembly in June 2023. The communities of practice will provide a ‘digital home’ or community engagement space for the activities on the ground as well as a means to follow the activities online. 	<ul style="list-style-type: none"> REAs devise locally appropriate outreach campaigns and sponsor public and cultural events – such as exhibitions or concerts with national and international stars to deliver ISLANDS messages. REAs promote national competitions or advocate that islanders become involved in existing international competitions (such as CreateCOP27). Competitions provide good incentives for action, community involvement and awareness raising; they can use any appropriate medium – photographic, storytelling, video and poetry competitions, innovations – according to local traditions and interest; prizes for winners should be appropriate to local contexts. REAs work with national media networks to create pollution-free spaces that allow for debate and experience of waste management issues. REAs support access to the Tide Turners app to include and amplify voices and debate on possible solutions. REAs provide lists of significant upcoming events to the Communication Coordinator (quarterly). 	<ul style="list-style-type: none"> EoP: 10 events and campaigns organized. EoP: ≥ 100,000 youth engaged in Tide Turners app in all SIDS. 2x annual events executed. # competitions entered. # of people reached by campaigns and competitions. # pollution-free spaces created. 1 event prepared for GEF assembly in 2023, (and following years possible).
Linking with other campaigns and agencies	<ul style="list-style-type: none"> ISLANDS is liaising with other campaigns and initiatives related to Programme themes to boost mutual support and outreach, namely with UNEP’s Clean Seas Campaign and Beat Pollution initiative (incorporating the Beat Plastic Pollution, Beat Waste Pollution and Beat Chemical Pollution themes). ISLANDS will similarly liaise with FAO, GEF, IDB and UNDP to affect wider dissemination of ISLANDS-generated information and results. 		<ul style="list-style-type: none"> # of ISLANDS-related inputs published through implementing agency websites and other partners and initiatives.
Webinars	<ul style="list-style-type: none"> CCKM organizes and hosts webinars on key thematic areas; webinars are streamed on the communities of practice. Webinars on <i>Plastics, Sustainable Financing, Gender (women’s leadership) and Mercury</i> took place in 2022. 	<ul style="list-style-type: none"> REAs support the preparation and delivery of webinars as appropriate. REAs identify staff and stakeholders to participate in webinars and seminars illustrating successful interventions for replication in other SIDS and the communities of practice. 	<ul style="list-style-type: none"> MT: 10 webinars convened on key SIDS waste issues. EoP: 20 webinars convened on key SIDS waste issues.
Women, youth and under-represented groups	<ul style="list-style-type: none"> The Communication Coordinator provides advice and assistance on REA campaigns targeting under-represented groups with a focus on youth and women. The Communication Coordinator gathers and promotes SIDS youth and women initiatives on gefislands.org and other networks. 	<ul style="list-style-type: none"> REAs assist schools and other youth groups who wish to mobilize on pollutants and awareness raising activities. Opportunities associated with the Tide Turners app and similar youth-oriented initiatives can promoted to schools and youth groups. Women-specific initiatives should be targeted in each country highlighting the different relationships with hazardous materials that exist according to gender. 	<ul style="list-style-type: none"> # women, youth and under-represented groups mobilized to campaign. # gender-specific KPs and comms products published.

Outreach

(CCKM) Global Communications		Regional Executing Agencies (REAs)	Targets and Indicators
International champions	<ul style="list-style-type: none"> ● CCKM assists REAs in supporting well-known public figures in all 33 SIDS with clear guidance on messaging and expectations. ● CCKM identifies private sector champions in key stakeholder domains such as shipping, cruising and recycling sectors, and seeks to share outreach opportunities and web space with the companies. 	<ul style="list-style-type: none"> ● REAs identify, train and work with champions/ambassadors in all 33 SIDS to help spread the ISLANDS messages. ● Each nation identifies male and female advocates to talk to stakeholders on aspects of pollution and the key gender-related issues associated with it. ● Each country supports at least one youth-driven and one gender-related campaign. ● Champions to be invited to join the communities. 	<ul style="list-style-type: none"> ● # regional champions mobilized. ● 33 national spokespersons mobilized. ● # private sector champions mobilized. ● # youth-driven campaigns mobilized.
International days	<ul style="list-style-type: none"> ● CCKM prepares press releases and media packs associated with the following international days: Environment Day (5 June), World Ocean Day (8 June), Tourism Day (27 September), E-waste Day (14 October). Preparation for each day begins a month early in liaison with REAs. ● The Communication Coordinator supports REA outreach for locally significant days. 	<ul style="list-style-type: none"> ● REAs will contribute stories and other information to support the ISLANDS international day outreach materials prepared by the Communication Coordinator. ● Other regional days, events and global news hooks to be recommended by the REAs to the Communication Coordinator at monthly meeting. 	<ul style="list-style-type: none"> ● 4 international days supported/yr. ● # of regional and national day initiatives supported.
ISLANDS podcast	<ul style="list-style-type: none"> ● CCKM is producing a podcast on creating pollution-free SIDS to shed light on innovations by key SIDS actors in SIDS in the areas of recycling and environmental management; for placement on gefislands.org, the communities of practice and leading podcast platforms. 	<ul style="list-style-type: none"> ● REAs track innovative, interesting and informed individuals to be invited to contribute to the ISLANDS podcast, which will begin in 2023. ● CCKM consults with REAs on topics/interviewees and scheduling; REAs will target local radio and other networks with the podcasts. 	<ul style="list-style-type: none"> ● 6x/yr podcasts produced from 2023.
TEDx	<ul style="list-style-type: none"> ● CCKM works with REAs to identify speakers for one TEDx event in each region to mobilize large-scale international attention to the issues ISLANDS and SIDS are managing. 	<ul style="list-style-type: none"> ● REAs work with Communication Coordinator to organize one TEDx event in their region, identifying speakers and venue and other locally relevant logistics. 	<ul style="list-style-type: none"> ● 1 TEDx per region over duration of Programme.
Social media	<ul style="list-style-type: none"> ● ISLANDS channels information through the GGKP social media accounts through Twitter, Facebook and LinkedIn initially; information generated will be further shared with the wider organizational and partner network maintained by CCKM; social media messaging aims to attract the public to the communities; the Programme will adopt the handle #GEFISLANDS. Other handles to be used: <div> <div> Social Media Handles #TurnTheTide #ISLANDSPacific #ISLANDSCaribbean #ISLANDSIndianOcean #ISLANDSATlantic #TideTurnersChallenge </div> <div> Twitter tagging: @GGKP_Policy @bcrccaribbean @SprepChannel @UNDP @theGEF @UNEP </div> </div>	<ul style="list-style-type: none"> ● REAs regularly tweet on project activities on their websites and provide tweets, and items for Facebook and LinkedIn to Communication Coordinator for dissemination on the GGKP platform and other associated networks. 	<ul style="list-style-type: none"> ● # tweets or Facebook post generated by CCKM and REAs and placed on GGKP feed 100 in 2023, 200 in 2024, 250 in 2025.

Mapping

(CCKM) Global Communications		Regional Executing Agencies (REAs)	Targets and Indicators
Media lists	<ul style="list-style-type: none">• CCKM maintains a global media list and builds and maintains relations with other associated global partners and stakeholders.• CCKM maintains the website and communities of practice on the Green Forum and ensures appropriate comms and knowledge products are available and directed among stakeholders.	<ul style="list-style-type: none">• REAs maintain media lists and identify and mobilize the most efficient modes of dissemination and communication among their communities for awareness raising, inducing traditional routes, mass media routes and social media possibilities.• Significant national and private sector players such as radio stations and telecoms operators should be mapped and can briefed on the opportunities to share messaging campaigns with national media.	<ul style="list-style-type: none">• 1x global media list maintained by CCKM.• 4x media lists maintained by REAs.• 33x media lists maintained by REAs – 1 per country.
Traditional pathways	<ul style="list-style-type: none">• The Communication Coordinator provides advice and support to REAs on targeted campaigns through traditional communication networks.	<ul style="list-style-type: none">• REAs maintain media lists and identify and mobilize the most efficient modes of dissemination and communication among their island communities for awareness raising, inducing traditional routes, mass media and social media.• Significant national and private sector players such as radio stations and telecoms operators should be mapped and can briefed on the opportunities to share messaging campaigns with national media.	<ul style="list-style-type: none">• # campaigns using traditional pathways.

Training

(CCKM) Global Communications		Regional Executing Agencies (REAs)	Targets and Indicators
Internal Training	<ul style="list-style-type: none">● CCKM provides training for REAs on use of the global communication assets, including Canva, the Brand Kit and Visibility Guidelines, story and image collection, website usage and communities of practice access, gender and stakeholder engagement.● Training will be provided annually virtually (and in person where possible) and on-going advice is available on gathering and producing human interest stories.	<ul style="list-style-type: none">● REA staff attend the CCKM training on the assets and communication strategy.	<ul style="list-style-type: none">● <i>MT: 4 REAs trained in comms strategy and Visibility and Brand Guidelines, and use of and access to the Communities of Practice and the Green Forum.</i>
Media training	<ul style="list-style-type: none">● CCKM provides one live media training per region backed by ongoing virtual support; training includes inclusive story gathering techniques, the creation of pollution-free spaces, the lifecycle interactive graphics on the pollutants, why are they important, what ISLANDS is doing about it, and what the media themselves can do about it.● Media kits for the trainings include KPs, stories and best practices from other SIDS that offer behaviour changing alternatives where possible.● CCKM assists REAs to organize and deliver media advice for all SIDS.	<ul style="list-style-type: none">● REAs identify and gather appropriate media representatives to maximize reach of training; National Project Officers join the training to act as reference points for media enquiries.● REAs encourage media reporting and gathering human experiences of pollution; measurable visible physical, action and behaviour change stories linked to the ISLANDS Programme and stakeholder groupings should be pursued.	<ul style="list-style-type: none">● <i>1x live media training per region 2023.</i>

Monitoring and Clearance		
(CCKM) Global Communications	Regional Executing Agencies (REAs)	Targets and Indicators
<ul style="list-style-type: none"> ● The Communication Coordinator clears all outreach materials linked to the ISLANDS Programme and maintains final edit over items uploaded to the gefislands.org. ● CCKM clears all new KPs and best practices that emanate directly from ISLANDS activities. ● The Communication Coordinator collates the monitoring statistics gathered by the REAs as illustrated in the monitoring section and reports on a six-monthly basis. 	<ul style="list-style-type: none"> ● REAs liaise regularly with the Communication Coordinator on roll out of all campaigns, messaging, stories, events and KP development, and their timings through the monthly meetings and ongoing daily communications as required. ● REAs monitor communications output in accordance with the monitoring expectations of the Programme and report to the Communication Coordinator on quarterly basis – and amount of SIDS access to the CoP. ● REAs monitor regional SIDS to SIDS activities with regards production of new KPs and best practices and reports such initiatives to the Communication Coordinator on a quarterly basis. 	<ul style="list-style-type: none"> ● <i>1/4ly feedback by REAs to Communication Coordinator on comms activities.</i> ● <i>1/2ly report back on global statistics from Communication Coordinator to REAs.</i> ● <i># materials cleared by Communication Coordinator.</i>



Supported by



Led by



In partnership with

