### Joint Communication Strategy

**Project title:** Cross-border Cooperation for Sustainable Peace and Development

**Project implementing partners:** FAO, WFP, UNICEF, UN Women and UNDP of both Kyrgyzstan and Tajikistan

**Project time frame:** April 2018 – September 2019

<table>
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<tr>
<th>General Communication Guidance: Introduction</th>
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<tr>
<td><strong>1. Guidelines on communications and visual presentation (as of April 2018)</strong></td>
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<tr>
<td>• Agencies implementing this Project as well as their beneficiaries/implementing partners are responsible for appropriate promotion of the project activities with the financial support from the UN Peacebuilding Fund and the Swiss Development and Cooperation Office (tbc).</td>
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<td>• These guidelines define the unified message on the activity of the Project “Cross–border cooperation for sustainable peace and development”.</td>
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<td>• The provisions of these guidelines should be strictly observed by all agencies and beneficiaries implementing the Project with the financial support from the UN Peacebuilding Fund and the Swiss Development and Cooperation Office (tbc).</td>
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<td>• The recommendations on visual presentation outlined in these guidelines are not the dogma but just an example of information delivery. Moreover, the development of individual design is welcomed if it includes and maintains the branding and the logos of the UN Peacebuilding Fund, the Swiss Development and Cooperation Office (tbc), the logo of the UN, the state emblem of Kyrgyzstan or Tajikistan as well as the disclaimer.</td>
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<tr>
<th>2. The role of the Secretariat of the Joint Steering Committee (JSC)</th>
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<td>• Supported by the JSC Secretariat, UN RC Communication Officer shall perform the coordinating role until this function is transferred / assigned to one of the UN agencies or any other relevant authority. The coordinating functions include:</td>
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<td>- coordination of communications and public relations of all UN agencies involved in the Project;</td>
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<td>- collecting, processing and publishing information on events within the framework of the Project on the countries’ respective UN websites as well as in the monthly newsletter of the Secretariat in the Russian and English languages;</td>
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<td>- collecting and maintaining the archive of information materials on the activities of the Project “Cross–border cooperation for sustainable peace and development”.</td>
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<th>Objectives &amp; target audiences of the Project</th>
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<td><strong>Overall programme objective:</strong></td>
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<td>The Project ‘Cross–border cooperation for sustainable peace and development’ aims at expanding cooperation and increasing trust among communities living in border villages of the Batken (Kyrgyzstan) and Soghd (Tajikistan) provinces in order to prevent clashes in trans–boundary regions. The Project is implemented by UNDP, WFP, FAO, UNICEF and UN Women with financial support from the UN Peacebuilding Fund and the Swiss Development and Cooperation Office (tbc).</td>
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<th>Overall communication objective(s)</th>
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<td>a) Highlighting the positive impact of the Cross-Border Cooperation for Sustainable Peace and Development Project on target communities through increased cooperation and trust between communities in pilot Tajik-Kyrgyz village clusters to mitigate immediate risks of renewed cross-border violence;</td>
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</table>
b) Communicating the role of the UN (including FAO, UNDP, UNICEF, UN Women and WFP) as a leading, reliable and efficient partner to promote peace and development in conflict-potential areas and promoting positive perception of the UN peacebuilding activities across Kyrgyzstan and Tajikistan.

Target groups

a) Beneficiaries and host communities of border areas in Tajikistan and Kyrgyzstan

b) Central, regional and local governments of Kyrgyzstan and Tajikistan

c) PBF Joint Steering Committee in Kyrgyzstan and Project Board in Tajikistan

d) Donors countries through PBSO Headquarters and international development partners in Kyrgyzstan and Tajikistan

e) Media

Key Messages

Cross-border cooperation is vital for peace, security and sustainable development in Kyrgyzstan and Tajikistan

1. Conflicts prevention is a merit of security providers, LSGs and communities

2. Communities jointly address cross-border needs and challenges (infrastructure, natural resources)

3. Youth promotes inter-ethnic tolerance

4. When women are included in the peace building negotiations and initiatives the whole community benefits, the cross-border challenges are addressed in a fair way:
   - Women’s leadership and the protection of women’s rights are central to promoting peace and security
   - Supporting women in their peace-building initiatives is supporting the nation
   - Evidence shows that when women participate, peace agreements last longer.
   - No peace without leadership, inclusion and justice for women

Communication Activities & Tools

Media activities that will take place during the period covered by the communication plan

1. Visibility and donor recognition:

   ✓ All promotion materials (banners, roll-ups, stands, and other project visibility) produced under this project should have One UN identity in the spirit of One UN and Delivering as One (as per Guide to Communicating as One). This presentation features the identity of the United Nations, represented by the United Nations logo, with supporting agencies in subordinate prominence through use of logos or an attribution list

   ✓ Banners with the project logo will be produced for various events

   ✓ Roll-ups with the project logo will be produced for various events

   ✓ Signboards/stands will be produced for project sites

   ✓ Project visibility will be used for any relevant training materials/certificates

2. Media-related activities:

2.1. Joint inter-agency media activities

   ✓ Joint Gov/UN press release announcing the launch of the Project (done in June 2018)
2 joint media visits (Gov/inter-agency) to the project sites where significant achievements are taking place to showcase the project progress and impact. These press trips could be organized simultaneously with Tajik colleagues to showcase the joint nature of the project.

Series of interviews and blogs by the UNRC and/or head of UN agencies on the positive impact of the Project and the UN role in making it happen.

2.2. UN Agencies’ specific media activities

- Feature stories/press releases on the project progress featuring key project developments for media outlets
- Involvement of journalists to ensure media coverage of the key project activities, events and achievements
- Producing the set of professional photos to show beneficiaries of the Project and their short testimonials on the results and what this project changed in their communities.

3. Social media

- Regular posts on social media accounts of UN Kyrgyzstan, UN Tajikistan, PBSO New York.
- Regular, at least once per week, posts on social media accounts of FAO, UNDP, UNICEF, UN Women and WFP in Kyrgyzstan & Tajikistan incorporating key Project messages
- Web stories and photo reports for the www.untj.org, un.org.kg, and agencies’ websites – customised but adherent to the key Project messages.
- Digital content (photos, stories, short videos) for the PBSO global website, Twitter and Facebook.
- Hashtag #Peacebuilding #PBFCrossBorderCoopKGTJ

4. Publications and information materials

- Relevant training handouts or printing materials, if any, with the Project visibility
- UN Weekly Update (Sway)

5. Public events

- Joint photo exhibition held simultaneously in Tajikistan and Kyrgyzstan under the working name “We are building peace in cross-border areas”
- Any closing conference

6. Calendar of events

**Indicators of achievement: completion of the communication objectives**

- # of media stories/interviews/blogs
- # of potential impressions on social media; # of hits/visits on the web-sites
- # of people (journalists, the public at large) involved in media and public events
- Etc.

Message cohesion: Shows how often the key messages are repeated in media information. Keep track of how much (and how well) messages are retained in results.

Tone: Shows if the messages are written in positive, neutral, negative tone.

Social retention: Monitors how the major media coverage is tracked in social media.
## Resources

Human Resources

Communication specialists of FAO, WFP, UNICEF, UN Women and UNDP of both Kyrgyzstan and Tajikistan

Financial resource: the joint communication activities will be covered from a part of 10% budget contributed by all agencies to the RCO

### Annexes (i.e. coordination mechanism; contacts of communication focal points; etc)

#### Annex 1. Coordination mechanism

The communication activities is launched and monitored by the joint efforts of the Agencies involved in the Project. The agencies elect quarterly the leading agency responsible for the joint communication activities.

#### Annex 2. Contacts of communication focal points - cross.border.comms@lists.undp.kg

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