UNDP Kyrgyzstan

Communications Strategy

2023-2027

Developed by

Ainagul Abdrakhmanova

Communications Officer

Louise Chamberlain

Resident Representative

1

UNDP Kyrgyzstan – Communication Strategy 2023-2027

Contents

UNDP Kyrgyzstan – Communication 2023-2027

1. Introduction/Background

UNDP's presence in the Kyrgyz Republic for 30 years, and the commitment to achieve the Sustainable Development Goals, present opportunities to promote milestones, achievements, and advocacy campaigns in the country. UNDP in the Kyrgyz Republic has been one of the first UN Agencies to open its representation in 1992 and it has since then supported country's development priorities. As of today, UNDP has a well-known image in the country and is the trusted partner of the Government in the development area. It also affects the communication strategy, as always linked to the partnership building and support to resource mobilization.

Given the increasing flow of information and the need to compete with many other organizations for the attention of readers, social media users, and the general population, UNDP in the Kyrgyz Republic is today moving to a more active gender-responsive and inclusive communications strategy. This is to be achieved by focusing on human stories, results achieved, and humanizing the agency as perceived by ordinary women and men, youth, and people with disabilities. Narratives around the people we serve humanize the mandate and resonate with local and international audiences. People-centered communication will be a hallmark of UNDP communications.

Thus, communication and advocacy will steer the narrative to longer-term development to support the country in addressing development challenges, continuing to focus communication, when possible, on people UNDP serves.

Due to the border issues with Tajikistan and the geopolitical crisis in the region in general, crisis/emergency communications will continue to be a strategic priority. Good situational awareness of the conventional media and social media agenda should always be in place to identify and respond appropriately to potential reputational threats.

2. Strategic framework

A new level of partnership with the Government of the Kyrgyz Republic has emerged from its current status of the country as a middle-income country. UNDP works to transform into innovative thought leader, more effective and efficient at delivering results, and strengthens itself as a trusted partner for Kyrgyzstan in reaching the Sustainable Development Goals.

By expanding Kyrgyzstan's public engagement around UNDP initiatives in sustainable development, the Communication Strategy will directly support the organization's priorities and results, outlined in the Kyrgyzstan Country Programme:

- By 2027, the people of Kyrgyzstan benefit from enhanced prosperity through a green economy driven by a sustainable food system and nutrition, natural resource management, leveraging human mobility, digitally savvy innovation, and entrepreneurship;
- By 2027, Kyrgyzstan has started transition to low carbon, fair and equitable access to Natural Resource management and risk-informed development by mobilizing resources (scientific, human, technical and financial) and implementing people-centered adaptation and mitigation measures in response to

tackling of climate change, ecosystems degradation, biodiversity loss and the threat of disasters, natural and man-made.

● By 2027 all people in Kyrgyzstan are empowered, engaged and equally enjoy their human rights, gender equality, sustainable peace and security, guaranteed by responsive, accountable, inclusive democratic governance and justice systems, inter alia using innovative and digital solutions.

UNDP works with the UN under the UN Sustainable Development Cooperation Framework (UNSDCF) in 2022. The new UNSDCF focuses on the following four priority areas defined jointly with the national partners, where gender and disability are a cross-cutting areas:

1. Equitable access to quality social services (education, health, social protection) and decent work;
2. Support national efforts to promote prosperity and resilience for all citizens through inclusive green socio-economic development;
3. Support national efforts to promote inclusive approaches to climate action, disaster risk management, and environmental protection to conserve natural resources and leverage ecosystem benefits for sustainable human development;
4. Support national efforts to promote just, accountable, and inclusive institutions and a civil society that fosters peace, cohesion, and human rights for all.

UNDP will partner with or offer to integrate the work of other UN agencies for maximum combined impact to 'Leave No One Behind' across all UNSDCF outcomes, focusing on green growth (Outcome 2), climate change (Outcome 3) and governance (Outcome 4). UNDP will explore potentials for joint programming to leverage the combined comparative advantage of the UN system where appropriate and contribute active leadership in joint results groups to ensure UN system coherence at thematic level.

The Cooperation Framework is the primary instrument for planning and implementing the UN development activities in line with the 2030 Agenda for Sustainable Development. Communications and advocacy are not only a means to promote results and impacts of fieldwork but can also contribute directly to the achievement of results. Communications and advocacy should be fully integrated into the full cycle of programme planning and delivery. This Communication strategy will play an important role in gaining public support and building trust in the work of the UNDP through effective and strategic communication interventions.

3. Challenges

Mandate: UNDP's broad programme areas allow us to communicate and engage around a wide range of issues. However, the breadth of our mandate, and historical habit of speaking in policy language, make it challenging for us to commit to a clear, concise, consistent, accessible and attractive organizational identity. Hence, we need to ensure the communication tools we use are accessible to all, including the modalities of people who need special requirements.

Credibility: UNDP has a well-established brand in Kyrgyzstan and recognition of donors and out-of-country audiences but can better position itself to be perceived as a leading advocate for transformational changes to achieve sustainable development, not a donor organization, but also expand brand awareness in the regions, not only Bishkek. However, as of November 2022, Omnibus survey, UNDP has 27% of brand recognition throughout the country with the highest percentage in Bishkek (35%) and the lowest in Batken

UNDP Kyrgyzstan – Communication 2023-2027

(17%) and among educated and urban population (36%) and lowest recognition among young people from 18 to 24 years old (16%).

System thinking: Staff is focused more on events but not the issues and tend to talk about projects not the systemic transformation organization is committed to implement. Small-scale experimental interventions should deserve the same attention if focused on issues and systematic changes it strives.

Streamlining: Competing internal views about what to emphasize about UNDP's work and mission make it harder to clearly identify our target audiences, to establish compelling external messaging, and to engage new audiences. We swing between ambitions to be broadly visible as a "brand name" on a national scale, to be influential among policy makers and traditional donors, and to be an expert voice versus a voice of the people.

Risks: The Country Office is often too risk-averted and sometimes not vocal enough about strategic goals of the organization; the UN reform has led to decreased visibility of individual agencies.

Partnerships: UNDP Kyrgyzstan is very successful in expanding traditional partnerships with the Government, Parliamentarians, civil society, municipalities and launching new alliances with unconventional partners, however, we need to expand our partnerships with private sector and non-traditional funds to promote sustainable development agenda with the focus on green and digital future.

Resources: CO has insufficient human and financial resources for communication which are being solved on the individual basis.

Skills: The Country Office has strong communication expertise and multi-disciplinary team, however, limited capacity on changing social norms; more guidance & capacity-building of staff is needed on proper social media posting as well as answering publicly on UNDP key interventions/messages.

4. Media landscape

Kyrgyzstan's media landscape is diverse, including state-owned, independent media outlets and social media platforms. However, the media environment presents significant challenges, including limited press freedom, political polarization, and low levels of media literacy. Investigative journalism is hampered by difficulties in accessing information and harassment. Recently, a bill on false information legislation was signed by the president, threatening press freedom. Kyrgyzstan's status has declined from Partly Free to Not Free in the freedom in the world charts. Journalists and media outlets have faced persecution and arrest for their work. Television is the most popular medium, with Russian networks having a large audience. The country's Internet freedom index is Partly Free, with Instagram being the most popular social media platform. These challenges may impact the UNDP's communication and public relations work in the country.

One of the challenges is the limited freedom of the press in Kyrgyzstan. While there is a legal framework that guarantees freedom of expression, there are concerns about government interference in the media. Journalists who report on sensitive issues such as corruption, human rights abuses, and political corruption are often subject to intimidation, harassment, and attacks, both physical and online. This can make it

difficult for the UNDP to communicate its message effectively, particularly on sensitive or controversial issues.

Another challenge is the low levels of media literacy in Kyrgyzstan. Many people in the country rely on state-owned media for information, which can be biased and lack independent analysis. This can make it difficult for the UNDP to communicate its message effectively, as people may not have the critical thinking skills necessary to evaluate information and understand the importance of the UNDP's work.

Furthermore, the media landscape in Kyrgyzstan is highly polarized, with different media outlets reflecting different political affiliations and interests. This can make it difficult for the UNDP to communicate its message to a wide audience, as people may only consume media that aligns with their existing beliefs and values.

In addition, the internet and social media platforms have become increasingly important in Kyrgyzstan, with many people using these platforms as a primary source of news and information. While this presents an opportunity for the UNDP to reach a wide audience, it also poses challenges, as there are concerns about the spread of false information and propaganda on these platforms.

Overall, the media landscape in Kyrgyzstan poses a number of challenges for the UNDP's communication and public relations work. To overcome these challenges, the UNDP will need to be strategic in its communication approach, using a range of different platforms and media channels to reach different audiences. It will also need to work closely with local media outlets and civil society organizations to build trust and credibility, and to promote media literacy and critical thinking skills among the general public. Finally, the UNDP will need to be aware of the political context in which it operates and be prepared to adapt its communication strategy to changes in the media landscape and political environment.

5. Vision, goal and objectives

This Communications Strategy for 2023-2027 presents a vision for what UNDP should and could achieve with new investment in communications capacity, and outlines areas of work that will be prioritized with current resources.

Goal: The goal of UNDP Kyrgyzstan's Country Programme Document (CPD) is to assist the Kyrgyz Republic in becoming a socioeconomically resilient and socially cohesive nation. The following strategic communication framework will guide UNDP Kyrgyzstan's communication efforts to achieve this goal.

Objectives:

- Increase public awareness and understanding of the three programmatic outcomes (green growth, governance, and climate action) and how they contribute to social cohesion in Kyrgyzstan.
- Communicate the importance of social cohesion, peace, and stability in achieving the CPD's objectives.
- Highlight UNDP Kyrgyzstan's alignment with the National Development Program of 2026 and National Development Strategy of the Kyrgyz Republic 2018–2040, as well as the UNDP Strategic Plan and UNSDCF 2023-2027.

UNDP Kyrgyzstan – Communication 2023-2027

- Communicate UNDP Kyrgyzstan's signature solutions and partnerships to accelerate green and inclusive structural transformation in the country.
- Raise awareness of the importance of an enabling environment for private investment in green recovery and structural transformation, and UNDP Kyrgyzstan's support for this.
- Emphasize the importance of the Integrated National Financing Framework and UNDP Kyrgyzstan's support for this.
- Communicate UNDP Kyrgyzstan's support for the country's priorities under the Paris Agreement, Sendai Framework for Disaster Risk Reduction, Montreal Protocol, and the green transition in general.
- Raise awareness of UNDP Kyrgyzstan's partnership with the Global Fund for stronger HIV and TB response, and its contribution to the country's COVID-19 response.
- Highlight UNDP Kyrgyzstan's strategic bilateral partnerships for improved governance, access to justice, inequalities, local governance, and the empowerment of women, as well as its underwriting of joint UN approaches to the prevention of hate speech and support to civil society.
- Communicate UNDP Kyrgyzstan's contribution to fostering economic prosperity and social cohesion in Ferghana Valley and nationally, and its support for regional cooperation for sustainable management of water, energy, and other resources.
- Implement a disability-inclusive communications based on the UN Disability Inclusion Strategy (2019) including developing an inclusive/accessible content and active involvement of people with people with disabilities and their organizations.
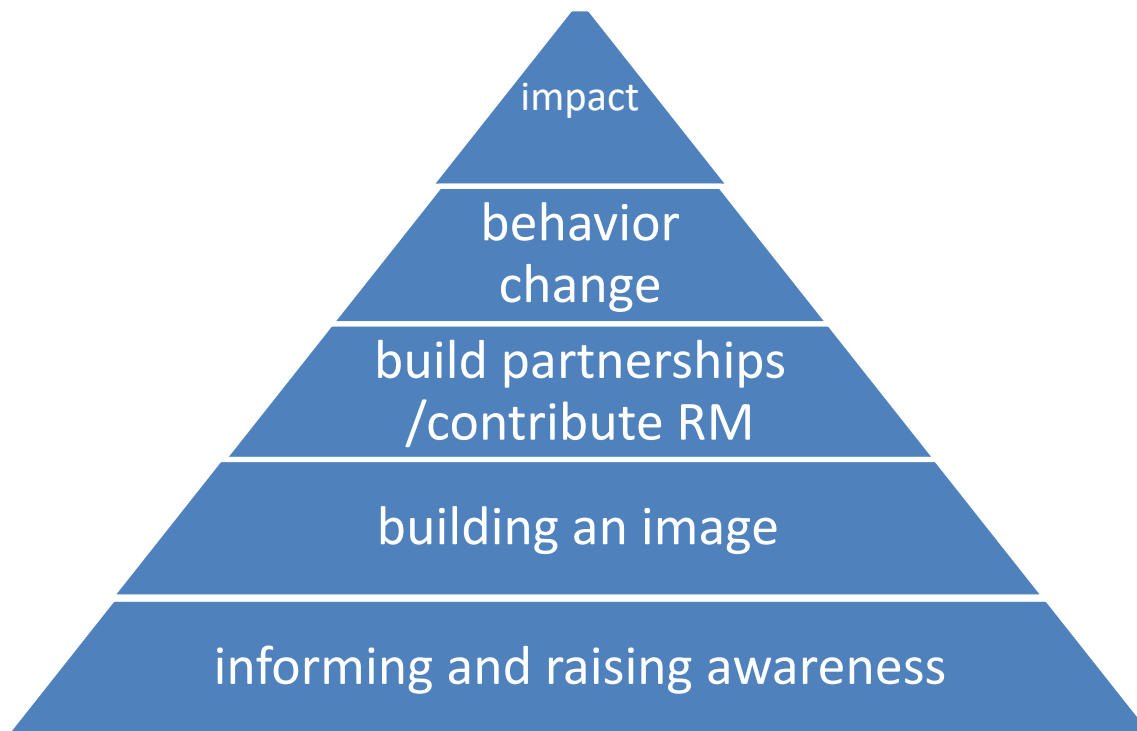
UNDP Kyrgyzstan – Communication 2023-2027

6. Target audiences

Please note, below target groups constitute a consolidated list of UNDP Kyrgyzstan's key audiences. For each activity target group should be tailored.

- **Government –** our major national partner, includes key ministries, the Parliament, local government institutions.
- **Donor community -** embassies, rep. offices and other development organizations. This group of audience needs to be aware and supportive of UNDP projects and knowledge products (Policy Briefs, Reports), to be informed about opportunities and mobilized for organizing joint events and advocacy, info/knowledge sharing.
- **UN System –** UN sister agencies
- **Academia and Researchers –** university lecturers and schoolteachers, representatives from Academy of Science, scientific experts, researchers are interested in the knowledge products being developed by UNDP: reports, surveys, briefs, statistical bulletins and other publications as well as partnering in advocating the key development issues, global and national.
- **Civil Society –** international NGOs, national, local and grassroots NGOs; and civil activists, including unorganized civil society such as initiatives, platforms.
- **Private Sector** – donors, partners and implementers of some UNDP projects, with the objective to be more engaged as partners and SDG advocates.
- **General public** – a very broad type of audience which includes various groups differing by factors like age, class, income, gender, ethnic origin, ability, etc.
- **Women** – This is the group that is prioritized for all portfolios. Hence, an integrated strategy should be built on how to communicate with them.
- **The youth (aged 15-24)** - for reaching young people, using new and innovative tools, developing web-based products, mobile applications and social media connection is essential; hence the commitment to strengthening communication with younger audiences as 'future development advocates.'
- **People with disabilities –** All videos have subtitles to ensure that people with hearing impairment can follow the content. As for the visually impaired individuals, we have been offering occasional audio podcasts, which are featured on Anchor, Spotify, Google Podcasts. In communication products, people with disabilities are involved according to the principle "Nothing about us without us!"
- **Regional and International UNDP audience** - Regional Bureau for Europe and CIS, other Bureau and offices at HQ level as well as other Country Offices in the region and worldwide.
- **Media -** press, TV, radio, Internet-based and other outlets. This group is vital to communicating our messages to the public at large. Media can also be an important ally in getting government's and donors' interest and support, in raising visibility for the organization and advocating for major development issues that UNDP deals with.
- **Innovation ecosystem -** entrepreneurs, particularly social entrepreneurs, start-ups working for SDGs, especially young and women innovators, community-based organizations, NGOs, CSOs, universities, accelerators, incubators and innovation labs.
- **Key population groups –** PLHIV and TB patients and related vulnerable communities

7. Key approaches and Communication Tools

In order to achieve communication objectives, UNDP Kyrgyzstan applies a variety of strategies and tools that include advocacy, media relations, digital engagement, communication for fundraising and donor recognition, partnership building, behavior change, and monitoring to adjust the actions. Communication is an integral part of the programme, which will contribute to the programmes and vice versa.

UNDP Kyrgyzstan – Communication 2023-2027

Approaches to communications:

- Strong linkage with and localization of UNDP regional and global priorities. On the areas that cover UNDP global elevation topics, UNDP Kyrgyzstan leverages its SDG integrator role via platforms approach, using its experience in resilience building and financing for sustainable development and mainstreaming innovation and experimentation. These pillars have a direct link with the global communications strategy of UNDP while adopting it to a local context and UNDP Kyrgyzstan's priorities.
- Climate action, mobilizing for the planet and protecting nature are top priorities for the UN and UNDP. Therefore, the CO will continue showcasing UNDP's initiatives in Kyrgyzstan towards a greener and more sustainable future.
- Focus on policy-level impact and telling the stories of impact on people's lives: UNDP Kyrgyzstan's communications focuses especially on policy-level impact in knowledge and communication products as well as highlighting the changing lives of the people touched by CO interventions thanks to the resources mobilized from various donors. The CO will use storytelling as a tool to showcase the positive impact of our work in people's lives, so they can take actions and bring positive changes in the society.
- Presence at innovative platforms: We pursue to engage in and develop a communications approach which is innovative, open to new platforms (new media tools, as well as trending visibility platforms).

Communications tools:

7.1 Raising awareness and advocacy

The special role of communication in advocacy is to facilitate opportunities, mechanisms and platforms to promote structural transformation and resilience by developing campaigns around the six signature solutions enabled by digitalization, innovation and development financing for greater impact.

This includes support with translation and dissemination of data on key and emerging issues into easily understandable formats to empower rights holders themselves and achieve our set goals, to use the data to engage in collective dialogue and analysis, address issues of accountability, improve quality of services and claim their entitlements. The full list of the sectoral public advocacy priorities will be developed jointly with the programmes.

7.2 Building public image and brand recognition

Brand can contribute to achievement of overall communication goal with implications for advocacy, fundraising, partnerships and beyond. In addition to recognizing UNDP's name, it is important to help both the government and the general public in Kyrgyzstan, including beneficiaries, see a connection between the values and the mission of UNDP and their own realities.

Considering the fundamental mission of UNDP, and the brand main characteristics (bold, simple, optimistic and contemporary), the mix of strategies should expand the organization's leadership as a leading transformational change for sustainable development. To get results, it is important to brand

communication channels and products in alignment with the global corporate branding guidelines, including in traditional print media, digital, mobile, broadcasting and social media.

7.3 Communication for development (C4D)

Communication for Development (C4D) enables people, particularly the most disadvantaged in society, to participate in shaping decisions that affect their lives. Communication for Development contrasts sharply with how Communication is often understood within the broader development arena where it is commonly associated with enhancing the public profile of organizations and advocating on specific programme areas.

UNDP plays an important role in supporting communication mechanisms which allow poor women and men to participate in public dialogue and policy development as well as voice views on the performance of government institutions and government officials. From a programme or project perspective, UNDP seeks to address communication for development issues through strengthening communication mechanisms available to vulnerable groups, developing media capacity, strengthening legal/regulatory environments and raising awareness of rights to official information with the aim:

- Raise the awareness of vulnerable and marginalized groups
- Amplify the voices of vulnerable and marginalized groups
- Create safe space for public debate, dialogue and action.

7.4 Focus on digital communication (web& social media)

UNDP Kyrgyzstan has migrated to a new website platform in 2022 and sustains its multilingual website in Russian, Kyrgyz, English. During the current country programme, we'll invest in producing quality content for the website in all three languages as well as promoting it to increase the number of visitors and returning users as Internet penetration rate in the country continues to rise.

Social media plays an important role in UNDP's response to global shifts in the fields of communication, aid and development. The organization's use of social media helps position it as a knowledge leader, expands outreach and broadens engagement around development themes and creates dynamic new opportunities for UNDP staff to interact with the general public and other key audiences directly and in real time. UNDP Kyrgyzstan has accounts on Facebook, Instagram, Twitter, LinkedIn and YouTube. Also, there are accounts for podcasts and photo archive.

7.5 Traditional media outreach

Traditional media (print, TV and radio) continue to be an important vehicle to deliver our messages. However, it's important to move away from press releases to integrated communication strategies to get the result. Broadcast media, namely TV, continues to be the primary source of information for citizens in Kyrgyzstan. The CO has produced a series of successful video products broadcasted on the national TV channels and went viral through social media gaining more than 2 million views per a video product. This practice needs to continue if funding is available.

In addition to media events and press tours, the Country Office will continue to explore opportunities of building alliances with media outlets and holdings. UNDP attempts to formalize relations with key media by

UNDP Kyrgyzstan – Communication 2023-2027

concluding Memorandum of Understanding (e.g. to secure free airing time). There is also partnership with faculties of journalism.

To strengthen UNDP's voice in Kyrgyzstan, it is crucial to use more actively organization's experts as spokespeople, especially in Kyrgyz. In addition to the representative and the deputy representative, team leaders and sections' experts need to communicate proactively and consistently our strategic messages at key times to journalists.

7.6 Communicating for resource mobilization, partnerships and donor recognition

Based on the office Resource Mobilization and Partnership Strategy, communication support aims to build partnerships and mobilize resources effectively. By showcasing results, reinforcing key messages, and giving credits and visibility to donors, UNDP is able to not only celebrate the successes of its programs but also demonstrate the impact of its work. This approach is particularly effective in cultivating donor relationships, as it allows them to see firsthand how their contributions are making a positive difference in communities around the world. Moreover, UNDP's communication support system demonstrates a commitment to transparency and accountability, as it keeps donors informed about the progress of their investments. Overall, UNDP's focus on communication support has helped to build strong partnerships and mobilize resources, ultimately contributing to the organization's mission to advance sustainable development worldwide.

UNDP partnership has a multi-facetted purpose. In addition to short-term objectives such as implementation of the programme and resource mobilization, the long-term objective will support a change in people's mind from "we are here to receive" to "we are here to act". A role of team leaders in this process should be strengthened.

With these objectives in mind, a mapping is being conducted to identify local partners including private sector to encourage them to act responsibly and leverage resources. UNDP has started successful cooperation with non-traditional partners, i.e. supermarket chains, banks, producers of alternative energy, etc.

UNDP Kyrgyzstan communication team will be providing strategic advice and hands-on content creation and support, to ensure the best possible coverage for UNDP's mandate and results, and to contribute towards effective and efficient donor relations management. Partners should be guided and instructed to promote UNDP's visibility while implementing our projects. Every programme funded by one of our key donors (i.e. the Government of Japan, the Government of the UK, the EU) will be supported to develop Donor Visibility & Recognition plans to strengthen UNDP's image as a partner of choice.

8. Key Messages

There must be a commitment to use UNDP's key messages in the Kyrgyz Republic clearly and regularly, in concert with actual achievements. Programme/project acronyms should never be used, except in rare circumstances where they are widely accepted and recognized by the audience.

In order to have influence in the Kyrgyz Republic and to be a credible international leader and partner, our audiences, above all else, will need to know and be convinced that:

"UNDP, with its partners, works to improve lives of Kyrgyzstan's people" **-** UNDP transparently works with its stakeholders to support the government's efforts to improve the lives of people living in Kyrgyzstan in **prosperous, fair and planet-friendly** conditions. People should live on a sustainable planet with risk-informed, resilient and sustainable economies powered with green energy resources.

● ***Human rights at the core of sustainable development (*Putting human rights first for sustainable development)**
UNDP applies a human rights-based approach to development, that leads to more sustainable, powerful and effective outcomes. The 17 Sustainable Development Goals are underpinned by economic, civil, cultural, political and social rights, as well as the right to development.

● ***"UNDP works to leave no one in Kyrgyzstan behind"*** **Leaving no one behind: UNDP's commitment to Kyrgyzstan**
UNDP prioritizes improvement of living conditions of the people with special needs *(such as the poor, **migrants**, vulnerable **women**, youth, and the unemployed, excluded, people with disabilities, the worst-affected from the **climate change** and disasters*) and the resilience of communities and institutions within an effective and modern governance system. An inclusive and sustainable development approach is a vital remedy for both the reasons and consequences of **inequalities** and displacement.

● ***"UNDP works for Kyrgyzstan to achieve Global Goals by 2030"***
In the Decade of Action, with the support of various platforms, UNDP aims to contribute to Kyrgyzstan's efforts in the achievement of 17 Sustainable Development Goals by 2030. Using digital tools and innovation is key in the achievement of these goals.

UNDP Kyrgyzstan has products that aim at transformation of existing gender power relations and changing negative harmful social norms and UNDP's comparative advantage and impact on the lives of ordinary Kyrgyzstan people.

These are our top messages that we want our audiences to understand and support. To have a strong relationship with our target audiences, we need to ensure our messages are supported by our actions – ensure that projects assist progress towards the SDGs, develop partnership effectively, and contribute to poverty reduction in the country. Key messages brief will be developed under each of the major thematic area – democratic governance, inclusive and sustainable development, and resilience and peacebuilding.

See key messages by programme areas in Annex II

9. Spokesperson

The UNDP Resident Representative, Deputy Resident Representative and Programme Team Leaders are the primary spokespeople of UNDP in the Kyrgyz Republic. In addition to them, the project managers can also contact with media and convey the UNDP messages if it deals with their projects and competencies. All talking points should be gender-sensitive and cleared by the Resident Representative.

Cross-cutting advocacy priorities

- Gender. UNDP in the Kyrgyz Republic has a strong track record of promoting gender equality and women's empowerment. It is one of the few organizations that have Gender Seal for integrating gender equality initiatives to all its activities. Joint UN efforts have improved the Kyrgyz legislative framework by introducing laws and amendments prohibiting early marriages, domestic violence, and empowering women in political representation. However, implementation of legislation and policy remains a challenge. At the national level, institutions face challenges in public education and awareness raising, reporting, gender analysis, collection of sex-disaggregated data and monitoring. UNDP's efforts to promote gender do not limit only to external activities. Gender is mainstreamed in all projects and activities of the UNDP in the Kyrgyz Republic. All external materials are checked and cleared by the gender unit to ensure that UNDP in the Kyrgyz Republic adheres to its highest standard on gender parity, equality and intersectionality (UNDP recognizes diverse needs and experiences of people).
- Climate change. UNDP assists the government to spark a green transition towards a modernized, green economy based on resilient and renewable sources of energy. Effecting a regional development agenda on a platform of climate change adaptation and ecosystem protection, with attention to the impact of glacial melt, and an increased need for sound biodiversity and water resources management will also be central for the ability to prevent conflict and manage environmental risks, including from toxic hazards such as uranium tailings and mining waste.
- Human rights. UNDP in the Kyrgyz Republic aims to promote and protect human rights across all policy fields. Our ultimate goal is focused on prevention of abuses and promotion/protection of human rights is our ultimate development goal Leaving no one behind is the key slogan which is reflected in UNDP's activities to ensure that all groups of population and interests are included. Inclusive approach is widely applied to exclude cases of exclusion.
- People-centered approach. UNDP fosters people-centered, adaptation- and ecosystem-based approaches to development in the regions, ensuring inclusive participation and transparency, that foster conflict sensitivity especially at community level and ensure equitable access for women, ethnic minorities, and vulnerable groups to decision making, with a particular focus on youth in all programming.
- Inclusive approach. Provide the foundation for sustainable and transformative progress on disability inclusion through all pillars of the work of UNDP. Disability inclusion is instrumental to the Sustainable Development Goals and its central pledge to leave no one behind and to reach the furthest behind first.
- Digitalization. UNDP provides technical leadership to the UNCT in mainstreaming this strategic enabler to apply digital solutions in all aspects of programming, making good on UNDP's offer to go 'digital by default' and helping the country advance digital transformation. The application of digitalization approaches will not only help generate efficiencies, but unleash the potential for leveraging data, statistics, and analysis for climate action, for reducing corruption, eliminating discrimination, challenging power relations, and improving justice outcomes, and for stronger public transparency towards stronger outcomes. UNDP will aim to avoid biases and stereotypes while using digitalization as enabler.

UNDP Kyrgyzstan – Communication 2023-2027

- Accelerator Lab. UNDP will also use its global knowledge network and technical offers to harness partnerships for the delivery of solutions at scale, including leveraging investments and specific development finance solutions for Kyrgyzstan to make progress on green structural transformation. The Accelerator Lab will help UNDP foster strategic innovation, nurture collaborative learning and offer experimental approaches to identify simple, scalable solutions to enhance outcomes and accelerate impact.
- SDGs. UNDP is a champion in sensitization, promotion, and advancement of SDGs. Communication strategy will prioritize SDG promotion to wider public by supporting programmatic activities and have separate joint activities with UN agencies.

10. Crisis Communication

Standard Operating Procedure (SOP) provides direction on actions to take during developing and ongoing crisis situations. It sets standards and clarifies roles and responsibilities to facilitate a cohesive and complimentary approach to UNDP communications. Regularly reviewed and updated, it will serve to guide and inform management and staff in the event of a crisis/emergency or other serious communications issue.

For each crisis, a separate crisis communication plan can be developed based on issues and need.

A crisis is defined as an incident or situation, whether natural or human-made, that due to its magnitude, complexity or gravity of potential consequence, requires UNDP's response (natural disasters, inter/ intrastate conflicts, reputational issues, such as multiple cases of sexual exploitation and abuse, incidents, improper project implementation, etc.)

Effective communications and public information, especially in times of crisis, are both a practical tool and an operational necessity. Strategic communications and public information can play a vital role in helping to manage a fragile or deteriorating situation in CO and in projects. There are two crucial aspects to crisis communications: external communications (including reputation management) with affected communities, the media, the private sector, donors and wider civil society; and internal communications with staff, personnel and their dependents.

Roles and Functions:

- Resident Representative is responsible and accountable for UNDP's response to crisis situation and ensuring the effective coordination;
- Resident Representative appoints /delegates a Spokesperson for each crisis;
- Resident Representative continuously inform staff and personnel on updates unless it has been delegated to the Designated official;
- Communications Officer oversees the quality of UNDP response during a crisis and directly reports to the Resident Representative.
- Communications Officer is invited to attend all relevant senior management meetings;
- Communications Officer determines the immediate communication needs and develop and implementation plan with clear responsibilities.

UNDP Kyrgyzstan – Communication 2023-2027

Messaging

- Communications Officer with engaged team members develop a set of common overarching country-level core messages in relevant languages. The messaging should be supported by consistent data and/or facts. Messages can be consulted with RBEC Communications Officer and to be cleared by the Resident Representative.
- Conflict sensitivity – UNDP work is based on the conflict sensitive approach to minimize potential negative impacts and maximize local contributions to sustaining peace

Content Production

- Communications Officer should assess the visibility of the crisis on UNDP channels and platforms (website, social media channels, radio, television, print) in country, and the accuracy and quality of crisis content (text, photo, audio, video) to ensure appropriate visibility for the crisis. If necessary, planned content such as for International Days and campaigns should be suspended.
- Communications Officer to develop a list of the most needed visual products, including videos, photographs, and infographics.

Media relations

- Communications Officer should maintain a contact and distribution list of relevant media (local, national, international) that to be used for the dissemination of press releases, media advisories and invitations to briefings and interviews.
- Communications Officer shall prepare and agree in advance on 'if asked' media lines for potential questions to be shared by the Resident Representative.
- Communications Officer to organize media briefings, interviews and background briefings, with the participation of spokespeople relevant to the crisis. It is preferable to have routine briefings to the media (daily, twice weekly), however, the frequency of briefings will be determined by the gravity of the situation and the availability of information.
- Media briefings shall take place at the UNDP office or a neutral public place easily accessible to the media. Official UNDP branding should be visible including for example backdrops, banners, podium signs and logos.
- The media briefing shall be broadcast, recorded and/or transcribed and the salient points shared with RBEC Communications Officer and Resident Representative
- The country-level core messages and 'if asked' media lines are used when briefing the media. Numbers and facts need to be checked before being released publicly. UNDP spokespeople must avoid opinions, speculation and alarmist or emotional language in all communications materials. The UNDP must also be open and willing to respond publicly to criticism.
- Communications Officer to monitor relevant local, regional and international media reports. The Communications Officer should ensure media reporting and analysis is shared with the Resident Representative on a regular basis (most likely daily). All inaccuracies and factual errors must be rebutted either at the regular press briefings or through a spokesperson of the specific agency, fund or programme concerned.

UNDP Kyrgyzstan – Communication 2023-2027

Social media

- The accuracy and sensitivity of content must be considered before posting, especially during a crisis.
- The Communications officer shall ensure that UNDP social media accounts managed within the country are consistent with the country-level core messages.
- At the onset of a crisis, the Resident Representative should disseminate any relevant policy and guidance relating to the use of social media to all UNDP personnel as a reminder to staff to ensure that their personal content does not adversely affect their official duties or the interests of the United Nations.

11. Communicating as One

Communicating as One aims to ensure the inner coherence of the UN System, support the UN's advocacy efforts, improve dialogue with the government and other national partners, and highlight the results achieved by the UN in Kyrgyzstan. It enables UN in Kyrgyzstan's coherent messaging.

Joint UN Communications and Advocacy is critical for the following reasons:

- Further strengthening of UN in Kyrgyzstan's positive and consistent image through strategic positioning of the UN team and its vision
- Common messaging and policy positioning, both internally and externally
- Further strengthening the outreach of the UN System in Kyrgyzstan
- Communication of the UN's comparative advantages in Kyrgyzstan
- Avoiding message duplication, inconsistencies and fragmentation

Communicating as One enables the pooling of the expertise and resources of the UN Development System in the country in order to improve the efficiency and effectiveness of common messaging. The joint UN Communications also plays an important role in building support for successful 'Delivering as One' implementation, both with external partners, as well as among the UN staff in Kyrgyzstan.

Communicating as One is not intended to replace any agency's specific communications activities or individual brand identity, nor does it seek to duplicate the existing communications work. Instead, its purpose is to identify strategic ways to help the UN Country Team to reach its collective vision.

Joint UN Communications in Kyrgyzstan is managed, driven and monitored by the Joint UN Communications Group (UNCG), chaired by a UN Country Team (UNCT) member, under the direct supervision of the UNCT.

12. Budget, accountabilities and responsibilities

In addition to standard allocation of trac resources, it is recommended, where possible, to earmark 5-10 per cent of requested funds in donor proposals for external communication in addition to funds allocated for communications and advocacy interventions. This will allow support for visibility of UNDP and donors. Sectoral C4D and advocacy interventions are budgeted from respected programme sections.

This Strategy implementation is the responsibility of team **leaders, advisers, project coordinators** while the **communication team** leads the efforts.

Communication Advisory Board will be monitoring the implementation of the communication strategy.
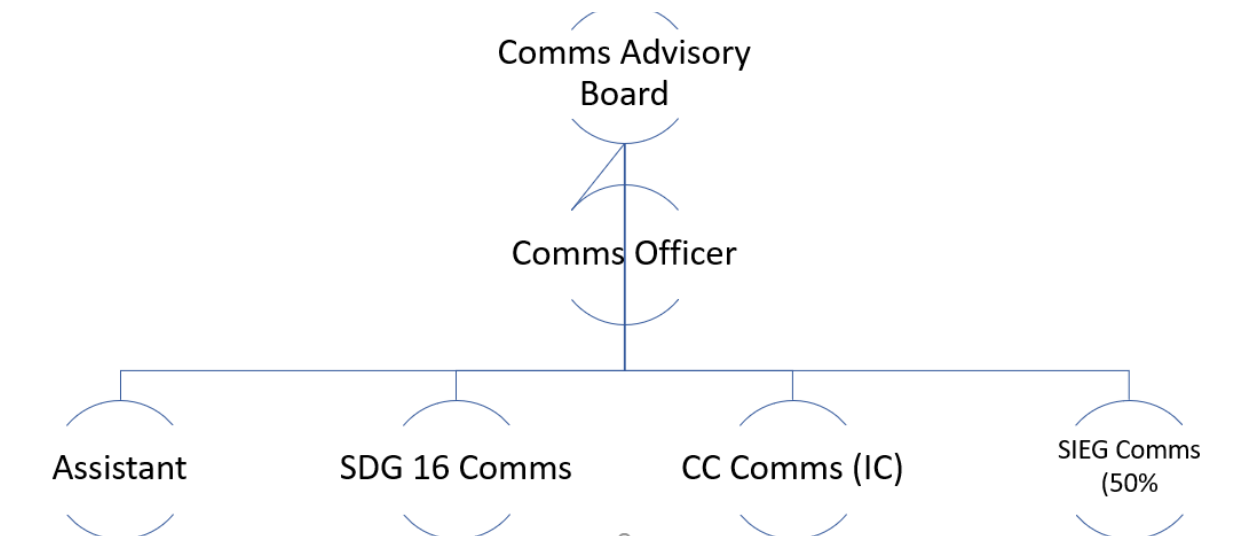
UNDP Kyrgyzstan – Communication 2023-2027

Communication Advisory Board consists of Resident Representative, Deputy Resident Representative, Team leaders, Accelerator Lab members. Communication Officer reports twice a year on the progress of the implementation of the Annual Work plan and Communication strategy and shares challenges in its implementation.

Communication team consists of Communication Officer and Communication Assistant with support of project communication specialists based in SDG 16 and part-time communication specialist in SIEG. Climate Change cluster and Global fund lack the communication support.

Communications Officer is responsible for:

- Planning and designing communication strategies
- Implementation of the CO publications strategy and plan
- Supervision of the design and maintenance of the UNDP web site, intranet, CO web-based knowledge management system
- Supports the business development
- Facilitation of knowledge building and management

Communications Assistant support the implementation of CO communications and advocacy strategies and CO publications policies. Communications Specialists are responsible for covering and promoting their portfolio communications strategies, results and activities.

13. Monitoring and evaluation plan

The purpose of the Strategy is to guide the CO's communications work over the next 5 years, 2023-2027. The Strategy is a living document and will be revisited every year or so and updated in light of the major events. UNDP Kyrgyzstan will monitor the implementation of the Communication Strategy on annual basis, and evaluated by the CO's Executive team at the end of the programme cycle.

Objective	Tools	Expected Results	Period
Build greater recognition, awareness, and understanding of UNDP's role and support to the Kyrgyz Government's development objectives, particularly in areas identified in 2023-2027 Country programme document, such as accountable institutions, justice and peace; sustainable and inclusive economic growth; and environment, climate change and disaster risk management.	An active presence in social media with the focus on gender-sensitive video and photographs Media releases Human stories Interviews and briefings Press trips Website	UNDP is recognized as a key development partner by the Kyrgyz Government, non-government, civil society organizations, local communities, and media. Implementing and responsible partners understand and recognize/acknowledge the technical gender expertise/services of UNDP through the different projects. Increased visibility of UNDP in the conventional media and social media platforms. Innovative partnerships established that utilize communications approaches/tools and amplify results of UNDP's work. UNDP's contributions highlighted in the 'Communicating as One' agenda of the UN in the Kyrgyz Republic.	2023-2027
Support UNDP's resource mobilization and partnership strategy to strengthen relations and create synergies with the Government, donors, CSOs, and other key partners in the public and private sector.	Website and social media accounts Partnerships Stories the focus on each donor and beneficiaries are produced and published regularly.	Gender Programme information and visibility materials (brochure, fact sheets, project briefs, standard presentations) produced, regularly updated and distributed. Website revised and updated to reflect programme focus and key messages, where gender section will be mainstreamed in all three clusters and have a separate page on the site	

		All staff able to effectively communicate the aims and objectives of the country programme with gender-sensitive, gender-responsive and gender-transformative messages. E-newsletters in English for donors are compiled and distributed.	
Strengthen communications support to UNDP staff particularly in the design and development of more effective outreach, advocacy and public information components of UNDP-supported projects.	Communications training and support; Partners' kit; continue implementing gender-sensitive communication language	Programme staff works closely with Communications unit to design outreach, advocacy and public information components of projects. Gender unit is to clear all the communications developments Communications gender-sensitive capacity building and guidance developed for programme teams, implementing partners and others who are involved in delivering UNDP programme and projects. Annual Communication plans to be developed based on the CO communication strategy.	
Facilitate knowledge management by documenting UNDP's expertise in the capacity development and providing advisory services in to address and respond to development challenges in the Kyrgyz Republic.	Success stories databank Publications Database Photography and video footage	- More 'change' and 'people'-centric stories from programme results to reinforce the image of UNDP as a credible and trusted development partner in the Kyrgyz Republic. - Publish results reports, e.g., Fast Facts, CO Annual Report, in close collaboration with the Gender team to ensure that all products are gender-sensitive, responsive and transformative.	

UNDP Kyrgyzstan – Communication 2023-2027

Annex I - Objectives by portfolios

Portfolio names	Objectives	How?	Target groups of portfolios
Strengthening inclusive, accountable and democratic governance	● Advancement of governance processes and institutions that foster effective democratic governance and where HR and gender equality is mainstreamed ● Able to deliver on the public expectations for inclusiveness and participation	● Fostering **impartial 'spaces' for dialogue, agreement, coordination and action** on economic, social and governance reforms ● Promote change through **piloting initiatives at sub-national levels** to help them connect to legislative frameworks and arrangements responsive to the evolved citizens' demands and universal norms ● **Establishment of voice and accountability mechanisms** to adapt to changing conditions and public expectations ● Strengthen the capacities at institutional and individual level to **enable access to justice for vulnerable populations**	● Civil society ● Women ● People with disabilities ● Youth ● Persons with specific needs ● Local authorities ● Relevant ministries and institutions ● Parliament ● Human Rights Institutions ● Judiciary ● Bars ● Community leaders
Accelerating climate action and nature-based solutions for protecting fragile ecosystem	● Contribute to inclusive and sustained growth of the national economy where gender equality is mainstreamed ● Contribute to individual capacities of national/local stakeholders to adopt more inclusive, competitive, productive tools and policies ● As a part of the risk-informed development to better cope with the crisis and global challenges, capacities of the	● **Policy prototyping and where applicable piloting** ● **Policy oriented research** with a view to providing the evidence base for policy recommendations particularly in the area of structural economic and social policies ● **Effective implementation and monitoring of public policies** ● **Active public outreach on climate change issues**	● The unemployed, both in rural and urban settings ● Vulnerable populations focusing on unemployed women, youth, elderly and poor ● Relevant ministries, governmental institutions ● CSOs, unions, private sector, entrepreneurs ● General public

	central government and local authorities will be developed to increase resilience and facilitate recovery ● Develop the capacities of the government to design and provide inclusive and equitable public policies (e.g. social services to the disadvantaged groups like elderly, broadening municipal services) to its citizens ● Raise stakeholders' awareness on climate change		
Green economic transformation and inclusive development	● **Engagement with stakeholders, beneficiaries, and donors as a solution partner:** UNDP works with all actors in an inclusive and integrated way to increase societal ownership and political will for climate action. ● **Thought Leadership:** UNDP seeds and harvests ideas and capabilities to create solutions for future problems of people and the planet. ● **Climate and environment mainstreaming:** UNDP provide integrated solutions to all actors for people, communities and planet without fragmented and marginalized tools and approaches.	● *Conducting fair governance for just transition* in all levels. Addressing and showing that everything is connected and also affecting and being affected by the impact of human activities (individually and also as a decision maker with impact in business) ● *Learning from nature and climate* (Nature based solutions, Green Skills, Eco innovation and technology, Biodiversity and Ecosystem Services). Promoting new merits, innovative approaches and best practices that the planet and human life need to change into. ● *Compiling and releasing relevant data* (Feeding the network with data and information at all levels) ● *Working for healthy communities* Orientating the actions aims to increase the connections and diversity at all levels	● General public ● NGOs ● Decision makers ● Donors and funders ● Corporate company managers ● Innovators and Entrepreneurs (Social entrepreneurs, start-up owners) ● SMEs

UNDP Kyrgyzstan – Communication 2023-2027

Annex II - Messages by programme areas

Green economic transformation and inclusive development

- Increasing the resilience of the societies, economies and healthcare systems should be the over-arching theme for all development interventions.
- Investing in national and local capacities can directly improve the quality of life through development tools on competitiveness, productivity, resource efficiency, innovation, vocational training, social entrepreneurship, STEM promotion, impact investment, and sustainable tourism etc.
- We need to invest in the transition of Kyrgyzstan's structural transformation from productive economy to innovative economy.
- We need to pursue gender equality and women's empowerment as the crosscutting theme of all our interventions.
- Enhanced social policies addressing inequalities ensure that disadvantaged individuals have opportunities to fully participate in every aspect of social and economic processes.
- Supporting SME development with productive and innovative capacities will facilitate industrial transformation.
- Bridging linkages within the SDGs is key: Mainly on poverty (SDG 1), gender equality (SDG 5), affordable and clean energy for development (SDG 7), decent work and economic growth (SDG 8), industry, innovation and infrastructure (SDG 9), reduced inequalities (SDG 10), sustainable cities and communities (SDG 11) and responsible production and consumption (SDG 12).

Accelerating climate action and nature-based solutions for protecting fragile ecosystem

The world faces multiple planetary crises–environmental degradation, biodiversity loss, climate changes, and pollution. These are exacerbated by widening inequality, poverty, health, and global security crises, risking the well-being of billions, and placing the prospects of future generations in extreme jeopardy. The triple planetary crisis of climate change, biodiversity loss and pollution have a disproportionately strong impact on developing mountain countries, including Kyrgyzstan, due to the fragility and vulnerability of mountain ecosystems, jeopardizing the achievements of nations.

- The crises, we now face, are interconnected, with vast implications for sustainable development pathways. At least half of the 169 SDG targets need nature-based solutions to achieve them. Unless bold steps are taken to reduce the immense pressure exerted on the environment, the SDGs will fail.
- Climate impacts are especially severe for the more than 2 billion people who rely upon direct access to natural resources for their livelihoods, and who are among the world's most poor and vulnerable.
- Humans wield more power over the planet than ever before. In the continuing wake of COVID-19, and faced with record-breaking temperatures, extreme weather events, mass extinction and spiralling inequality, it is time to use that power to ensure that our carbon and consumption footprints and impact on nature are no longer hidden, unaccounted for and unaddressed.
- Effective multilateralism is needed to re-engineer economies, to be based on decarbonization and placing nature and climate at the heart of all national and sectoral decisions. This means redirecting financial flows towards low-emission, nature-positive investments; realigning public expenditure in developed and developing countries; and doubling down on the shift away from harmful fossil fuel and agricultural subsidies.
- Climate change is an inequality problem. Climate change threatens to derail development progress by damaging poverty eradication efforts worldwide, and disproportionately affecting the most vulnerable regions and people.

UNDP Kyrgyzstan – Communication 2023-2027

- Only with women's equal engagement, success in eradicating poverty, promoting sustainable consumption and production patterns and sustainable management of natural resources can be achieved.
- Nature based solutions offer many solutions to reduce the impacts of disasters and climate change
- Energy efficiency is crucial to solving the climate crisis. Energy efficiency measures have proven to be among the most cost-effective ways to address climate change while reducing energy demand and losses, saving money and expanding the use of renewable energy sources.
- As the world continues to shift from fossil fuels to cleaner energy sources, identifying untapped renewable resources is becoming an important factor in the fight against climate change. Sun is enough for future energy needs.
- Women and men are affected from and respond to crises and disasters differently. Gender dimension of climate change is an important element of climate action agenda, as it shapes how different groups of individuals are affected by climate-related security risks."

Land resources, including soil, water, and biodiversity, underpin our societies and economies. They provide food, water, fuel, and other raw materials essential to lives and livelihoods. But their current management is unsustainable.

- Climate change and biodiversity loss are directly linked to desertification, degradation, and drought caused by human activities. Poor land management is directly linked to food-water-energy insecurity and poor health.
- Some 1.6 billion people, including indigenous peoples and local communities, rural poor, and other workers in the formal and informal sector depend on forest resources for their lives and livelihoods, including for food, shelter, medicine, fuel, and income. The health of forest ecosystems also has a direct impact on, and depends on decisions made across, a range of economic activities including agriculture, extractives, infrastructure, and tourism.
- Agriculture represents the main source of livelihoods for millions of farmers, including 500 million smallholder farmers, many of them women. The sector is also driven by much larger agri-business producers, aggregators, processors, distributors, and investors focused on regional and global markets.
- Forest management must be integrated into national, regional, and global COVID-19 recovery plans, as well as other national and sectoral frameworks such as climate change and biodiversity.

Strengthening Inclusive, accountable and democratic governance

SDG 16 presents critical interlinkages with SDG 5 on Gender Equality, SDG 14 on Life Below Water, SDG 15 on Life on Land and SDG 17 on Partnerships for the Goals.

- Accountable, inclusive and effective governance systems, as recognized in SDG16, underpin the whole-of-government and whole-of-society approach which will support the achievement of all the SDGs. Without strong institutions, rule of law and access to justice, peace none of the SDGs can be delivered in full.
- UNDP is the UN agency with the broadest mandate on SDG 16 and expertise on multiple aspects and thematic areas of the goal. It is a strong and recognized partner in promoting peaceful, just and inclusive societies, including across its thematic work on governance, human rights, justice and the rule of law, conflict prevention and peacebuilding at regional, national and local levels.

- Legal empowerment helps to improve lives and foster equality.
- Measures to accelerate development need to be accompanied by measures to protect gains already realized.
- Every opinion matter, every voice count.
- An inclusive society can only be achieved when the silent speak up and participate to the decision-making processes.
- Ensuring women's and men's equal participation in governance processes, and their equal benefits from services, are preconditions for the achievement of inclusive and effective democratic governance.

Gender Equality

The world is not on track to achieve its gender equality goals by 2030, and decades of progress have faltered or reversed across contexts. Integrated, gender-responsive solutions are critical to rethink and rebalance political, economic, social, and environmental systems to meet all SDGs.

- Women's rights are human rights.
- The target of sustainable development will not be fully achieved unless women and girls are able to enjoy equality at all sectors of life and contribute on an equal basis with men and boys to their societies.
- UNDP Kyrgyzstan is committed to the objective of gender equality and women's empowerment. In all UNDP programmes and practices, gender equality constitutes a priority and is being mainstreamed thoroughly.
- UNDP Kyrgyzstan works to make substantive and transformative contributions to gender equality , addressing the root causes of inequalities.
- Women's empowerment and gender equality in education, employment, political participation and decision-making is essential for equitable and prosperous societies.
- Women leadership means more resilient societies and women's empowerment plays a key role in recovery from the COVID-19 pandemic. UNDP advocates for broader social coalitions and more investments on gender equality for a resilient recovery from the COVID-19 crisis.
- Violence against women can only end with gender equality. All must act for the prevention and elimination of violence against women and girls including their access to justice and legal aid.
- Men's mobilization and engagement in the agenda of combating violence against women and girls is key to progress.
- The future is STEM. Increased presence and power of girls and women in STEM education and jobs would help us eliminate the gender gaps faster. Furthermore, women talent is key to expanding national and global talent pools and for attaining a competitive edge with effective management of the brain power.
- Combat gender stereotypes and promote gender responsive communication on the way to become a gender-equal society! Equality starts in the language. Language shapes and communicates our beliefs about gender roles and gender-appropriate behaviour. A gender-responsive? language thus has a great potential for empowering women and establishing equality in our societies.
- Social protection for women means protection for the society! We work for robust, inclusive and gender-responsive social protection systems, responsive to the special needs of disadvantaged groups of women: women in the rural communities, violence survivors, women with disabilities, and others.
- Feminization of poverty is threatening women's rights, our societies and welfare of the generations to come. Combat female women to break the generational and inter-generational poverty, and to create more just and dynamic societies!

- UNDP recognizes and acts to eradicate multiple inequalities faced by the disadvantaged and vulnerable groups of women in our societies.
- Recognize , reduce and redistribute unpaid care work. Time poverty hinders women's access to education and productive employment. Thus, unpaid care work mainly performed by women needs to be recognized, reduced and re-distributed.

Disability Inclusion

- Disability is a natural part of the human experience. People with disabilities have the same rights as others.
- People with disabilities meet with difficulties, problems and discrimination based on disability. Lack of public awareness about disability and negative attitudes toward people with disabilities are the root of many issues.
- In 2019 Kyrgyzstan ratified the UN Convention of Persons with Disabilities. By ratified the CRPD the government of Kyrgyzstan undertook the legal obligation to guarantee the rights of persons with disabilities and to promote their social inclusion and participation in the society.
- The UNDP supports the implementation CRPD by assisting the development the state program "Accessible country for persons with disabilities and other immobile population groups in the Kyrgyz Republic for 2021-2040" to promote inclusiveness in all areas of the society."
- UNDP will systematically embed the rights of persons with disabilities into its work, both externally, through programming, and internally, and will build trust and confidence among persons with disabilities to ensure that they are valued, and their dignity and rights are respected.
- It is important to create an enabling environment where people with disabilities fully and effectively participate on an equal basis with others.

Private Sector Partnerships:

- Private sector's role is vital for sustainable development.
- UNDP's partnerships with the private sector support an inclusive economy. Inclusive business models create a win-win situation for all stakeholders. We aim to mobilize the private sector to both adopt more inclusive and sustainable business models and direct impactful investments towards such models when making investment decisions.
- We are working to build local capacities for enhanced social and economic inclusion of vulnerable groups such as poor, people with disabilities, youth and women and tackle environmental challenges.
- We see private sector as a strong partner in our efforts for achieving gender equality and creating equitable, resilient and sustainable societies. We work for stronger private sector engagement with gender equality and women's empowerment goals.
- We aim to ensure public and private ownership of a sustainable and green economic model, including environmentally responsible and circular economy practices.
- Building society's and SMEs' financial management capacities through financial literacy trainings is key to achieve more sustainable growth and a less vulnerable economy.
- We aim to improve digital inclusion of vulnerable groups, support women entrepreneurs and young innovators.
- We aim to strengthen the resilience of the private sector against crises and shocks, including pandemics, disasters and complex emergencies through Connecting Business initiative.

UNDP Kyrgyzstan – Communication 2023-2027

Sustainable Development Goals

The pandemic is affecting the world's poorest and most vulnerable people the most. Responses to COVID-19 are taking place at varying speeds, and multiple scales across countries. The impacts of the pandemic include growing challenges in governance, social cohesion, rule of law, gender inequalities, and human rights. Multidimensional vulnerabilities and risks must be placed at the centre of response and recovery efforts, and there must be coherence between humanitarian and development response.

● Setbacks in progress towards the SDG during COVID-19 have not been shared equally. Some of the richest countries in the world fully mitigated the poverty and job loss effects of the crisis, while most of the developing world will grapple with the damaging for many years to come.
● No country can finance the SDGs nor COVID-19 recovery by tapping into one area of financing alone. In the wake of the pandemic, many developing countries' finances have been stretched to breaking point, and they are struggling to invest in green recovery or to address and adapt to climate change. Creating fiscal space for the SDGs requires expanding beyond public finance, to private sector engagement and innovative financing.
● The pandemic has exacerbated pre-existing inequalities. Response and recovery must take a human rights-based and gender-equality based approach, with a focus on the 'leave no one behind' agenda.
● Now more than ever, the 2030 Agenda and the SDGs must remain our global compass. It is critical to emphasize the viability and necessity of the ambitious and universal 2030 Agenda. Beyond recovery and towards 2030, there must be a renewed commitment to and investment in multilateralism.
● UNDP's mission is to improve the lives of people and reduce inequalities. People's lives are better when they live in peaceful and inclusive societies which prioritize gender equality, have livelihoods that allow them to care for their families and are safe, healthy and productive.
● People depend on their environment. That means taking care of our planet, which is under threat.
● Governments are responsible for providing the structures and systems that are necessary for sustainable human development.
● UNDP unites nations and communities for the benefit of the most disadvantaged and excluded.
● We must shift the world onto a sustainable path. A new development agenda is needed that finishes the job on poverty while protecting the planet. The new agenda should apply to all countries, promote inclusive and peaceful societies, better jobs, and tackle the environmental challenges of our time – particularly climate change.
● Sustainable Development Goals will be successful if it responds to the needs of the millions of people around the world who have helped shape it. People want to be a part of delivering this new agenda. They want to hold governments and businesses accountable for their promises and commitments.

Partnerships for the Goals (SDG 17)

Today's complex challenges—from preventing conflict, to dealing with food and climate crises—cannot be tackled in isolation. Partnership for the SDGs means focusing on systems, root causes and connections between challenges—not just thematic sectors—to build solutions that respond to people's daily realities.

• As the lead UN development agency, UNDP is well-placed to help implement the SDGs through our work in some 170 countries and territories. We support countries in achieving the SDGs through

integrated solutions. Our track record working across the Goals provides us with a valuable experience and proven policy expertise to ensure we all reach SDG targets.

- But we cannot do this alone. Achieving the SDGs requires the partnership of governments, private sector, civil society and citizens alike to make sure we leave a better planet for future generations. Whether through creating decent jobs or kickstarting climate-aligned finance, such collaborations can help to shape the future development.

Financing the SDGs

The world needs a financial and economic governance architecture deliberately designed to support governments, development agencies, civil society, and the private sector come together to make decisions that prioritize investment in the SDGs. To expand people's choices for a fairer, sustainable future, UNDP calls on its partners to join UNDP in its US$1 trillion "Moonshot" target to help mobilize game-changing public and private sector resources towards the SDGs.

- There is a disconnect between national sustainable development aspirations and the investments needed to turn aspiration to reality. Traditional models of financing development are not delivering the investment needed to achieve the SDGs. Integrated National Financial Frameworks are an unmissable opportunity to accelerate SDG financing.

- UNDP with the UN Agencies and partners leads the implementation of National Financing Frameworks in more than 80 countries to align public and private financing with national priorities and the SDGs.
- There must be a shift from SDG-alignment to SDG-action, moving to a system where all capital is deployed responsibly and sustainably. UNDP's global SDG Impact Standards are independent management standards that integrate the impact on SDGs into business and investment decisions and can guide organizations on that path.
- UNDP through its Insurance Risk Finance Facility with the BMZ and the Insurance Development Forum supports developing countries to access insurance and risk finance solutions that enhance the resilience of communities and local businesses.
- The climate financing gap reflects a persistent misallocation of global capital. Decarbonizing the economy requires global action to address fundamental economic inequities and overcome the climate investment trap that exists for many developing countries.
- I think you have launched Gender Bonds – should this be reflected here?

Crisis

Multidimensional, interconnected crises are becoming the norm. The world is facing the highest number of violent conflicts since 1945 – including in Yemen, Syria, Myanmar, Afghanistan, Sudan, Haiti, Sahel and Ukraine. Climate risks are existing tensions and contributing to the further deterioration of fragile contexts, and pervasive inequality between men and women is a significant driver of instability and a consequence of conflict.

- Failure to invest in development solutions in crisis and fragile contexts will result in a failure to achieve a safer, more secure future as enshrined in the SDGs. If left unchecked, this can reverse our development gains and bock pathways to sustainable development.

- Displacement is heightening humanitarian need and keeping countries in a humanitarian state. The only way out of this to a path of lasting recovery is to ensure that development and peacebuilding needs are simultaneously addressed. This is what we call the Humanitarian-Development-Peace nexus.
- UNDP is a leading partner in crisis. When crisis hits, we stay and deliver. UNDP is present in 57 of the OECD/DAC designated fragile contexts and nine out of 10 of UNDP's largest Country Offices are in crisis or fragile contexts. We are the backbone of delivery for the wider UN Development System in crisis, providing programme and operational support to the wider UN Development System for SDG implementation.

UNDP Kyrgyzstan – Communication 2023-2027

Annex III – Communication Plan

To be developed and approved every year which reflects the strategic priorities, the goal and objectives of the current communication strategy.

Objective I: Build greater recognition, awareness, and understanding of UNDP's role and support to the Kyrgyz Government's development objectives, particularly in areas identified in 2023-2027 Country Programme Document, such as Green economic transformation and inclusive development; Accelerating climate action and nature-based solutions for protecting fragile ecosystem; and Strengthening Inclusive, accountable and democratic governance with the focus on women empowerment, gender equality and fighting gender stereotypes.

Expected Results:

- UNDP is recognized as a key development partner by the Kyrgyz Government, non-government, civil society organizations, local communities, and media.
- Implementing and responsible partners understand and recognize/acknowledge the technical gender-oriented expertise/services of UNDP through the different projects.
- Increased visibility of UNDP in the conventional media and social media platforms.
- Position UNDP as an active player in areas of women empowerment, women leadership and combatting gender stereotypes and sexual and gender-based violence.
- Position UNDP as an inclusive UN Agency which use people-centered approach and ensures that no one is left behind.
- Innovative partnerships established that utilize communications approaches/tools and amplify results of UNDP's work.
- UNDP's contributions highlighted in the 'Communicating as One' agenda of the UN in the Kyrgyz Republic.
- UNDP promotes a disability-inclusive communication ccontributing to the development of an inclusive society.

Communication tools/channels:

- An active presence in social media with the focus on gender-sensitive and disability-inclusive video and photographs
- Media releases: on previously announced initiatives or recent achievements;
- Human stories: proactively arranged in newspapers, magazines, and TV programs, with the focus on people, especially on women and girls and people with disabilities , which highlight the achievements and effectiveness of the project;
- Press trips: to build awareness and educate on development challenges and issues UNDP programmes are helping to address them;
- Website: redesigned to be more visually attractive and interesting, with updated content (including more gender angle appropriate photos and infographics) on programmes and projects;
- A specific section on "UNDP and Kyrgyzstan" and add stories on how UNDP supports the country's development, as well as on joint cooperation;

UNDP Kyrgyzstan – Communication 2023-2027

- Regular press briefings/ press conference to highlight progress made in achievement of UNDP set goals and cooperation with the Government for the benefit of people;
- Podcasts on peacebuilding, sustainable economic growth, gender equality, climate change and inclusive society;
- A series of "One Day in the Life of a Beneficiary" to show how UNDP support people, in particular women and children, in the regions
- Regular online photo exhibitions with portraits of women/youth/people with disabilities who have contributed to Kyrgyzstan's development, invite media influencers and government representatives to promote the image of successful and independent women, youth, people with disabilities and at the same time promote UNDP

Objective II: Support UNDP's resource mobilization and partnership strategy to strengthen relations and create synergies with the Government, donors, CSOs, and other key partners in the public and private sector.

Expected Results:

- Gender and Disability Inclusion oriented Programme information and visibility materials (brochure, fact sheets, project briefs, standard presentations) produced, regularly updated and distributed.
- Website revised and updated to reflect programme focus and key messages, where gender ad disabilities section will be mainstreamed in all three clusters and have a separate page on the site
- All staff able to effectively communicate the aims and objectives of the country programme with gender-sensitive and disability-inclusive key messages.

Communication tools/channels:

- Comprehensive information on UNDP and its programmes/portfolios (portfolio fact sheets);
- Website and social media accounts: improvement and regular updating of the Country Office website and social media accounts as a way of communicating with stakeholders;
- Social media strategy is developed and implemented;
- Partnerships: build creative and strategic partnerships, including with media organizations (e.g., BBC, Azattyk, Kaktus), think tanks and universities, private sector to amplify our communications/key messaging and build networks of influence, where women's and girls' issues will be underlined as per the country context.
- Partners are tagged in corporate social media accounts and collaboration posts are published;
- Success stories about achievements supported by donors to be published in local media
- Develop a series of creative video stories in a storytelling format on UNDP beneficiaries in the regions
- Work closely with role models self-made women/youth/opinion makers and invite them to become brand ambassadors for UNDP Kyrgyzstan
- Develop creative and innovative graphic booklets for most promising projects/clusters/portfolio

UNDP Kyrgyzstan – Communication 2023-2027

Objective III: Strengthen communications support to UNDP staff particularly in the design and development of more effective outreach, advocacy and public information components of UNDP-supported projects.

Expected results:

- Programme staff works closely with Communications unit to design outreach, advocacy and public information components of projects.
- Gender unit is to clear all the communications developments.
- Creating accessible communications and mainstreaming disability inclusion into communication practices and products is a key component of UNDP action, which aims to establish equality for people with disabilities.
- Communications gender-sensitive capacity building and guidance developed for programme teams, implementing partners and others who are involved in delivering UNDP programme and projects.
- Annual Communication plans to be developed based on the CO communication strategy
- Provide a communication support for advocacy purposes related to improvement of legislation in the area of climate change, inclusive development or gender equality

Communication tools/channels:

- Communications training and support: training and equipment resources provided to Programme team leaders, Communications Team members, programme and project staff, including on interacting with media, developing media talking points, etc; planning communications campaigns, drawing and capitalizing on different programs of implementing partners as well as around major international celebrations and conferences
- Partners' kit: templates and advice to implementing and responsible partners on their roles and responsibilities in relation to signage, media, and communications;
- Introduce gender-sensitive communication language session in communication training to reinforce of gender promotion by all UNDP staff.
- Develop the glossary of key disability-inclusive terms and guidelines on disability in media for local media community: journalists, editors, bloggers, communication specialists and people with disabilities. Support the creation of local disability community of media influencers. Raise awareness of Kyrgyz society about disability inclusion by creating disability represented materials (human stories, interviews, video spots, photo series)
- Develop a toolkit for programme specialists "event check list"
- Every quarter hold session with programme specialists on why it is important to publicise their work and on the importance of visibility for UNDP

Objective IV: Facilitate knowledge management by documenting UNDP's expertise in the capacity development and providing advisory services in to address and respond to development challenges in the Kyrgyz Republic.

UNDP Kyrgyzstan – Communication 2023-2027

Expected Results:

- More 'change' and 'people'-centric stories from programme results to reinforce the image of UNDP as a credible and trusted development partner in the Kyrgyz Republic.
- Publish user-friendly reports/publications to archive knowledge products and promote them widely to ensure that engaged and interested parties are aware about the research/publication/reports' results.

Communication tools/channels:

- Success stories databank: More 'change' stories from programme results to reinforce the image of UNDP as a credible and trusted development partner in the Kyrgyz Republic.
- Publications: Publish user-friendly reports/publications to archive knowledge products and promote them widely to ensure that engaged and interested parties are aware about the research/publication/reports' results.
- Database: a database of key contacts, including the media outlets to be used to send stakeholder communications;
- Photography and video footage: organize a photobank and video archive for user-friendly use and quick retrieval for communication purposes. The photos and video should be gender sensitive and with the focus on women and girls where appropriate.