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Addressing Climate Change Risks on Water Resources and Food Security in the Dry Zone of Myanmar

Communications Strategy

2015

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Communications Strategy for UNDP Myanmar

UNDP Myanmar Country Office Context

Myanmar is experiencing a period of rapid evolution, and is at an historic period in its development. The 2008 constitution provides for basic principles of democracy, but still faces challenges in effecting change. Moreover, many of the principles in the Constitution have yet to be fully reflected in the laws, regulations, and policies currently in place. The 2015 elections, set to take place in October or November, present an opportunity for Myanmar to move towards a more democratic society.

Myanmar's challenges aren't solely political. Despite an overall decrease in poverty, there are large and widening regional inequalities in human development; poverty is twice as high in rural areas – home to 70 percent of the population - compared to urban areas.

Moreover, the country is highly vulnerable to climate change and extreme weather events, which heightens risks and vulnerabilities for the rural poor - in particular women and children and other vulnerable groups - a challenge for which local communities are still unprepared.

Project Context

The Government of Myanmar recently launched one of its first climate change adaptation projects. Financed through the Adaptation Fund, and supported by UNDP, the strategy is to reduce the risks and effects from recurring droughts, floods and erosion through an integrated water management, crop and livestock adaptation programme in five of the most vulnerable townships of Myanmar's Dry Zone. The Government has an ambitious target of supporting nearly 250,000 people in the area with water management infrastructure, improved watershed management, and resilient livelihood options.

The 3 key components of the project are to:

- Respond appropriately to the climate induced reduction of freshwater supply;
- Introduce climate resilient food and livestock production systems; and
- Improve the dissemination of climate risk information dissemination.

The project will work to enhance water capture and storage in 280 villages while protecting and rehabilitating 4,200 hectares of micro-watersheds. It will also serve to promote drought-resilient crop varieties and conservation agriculture practices on 5,600 hectares of drought-prone land and support a resilient post-harvest processing system. Additionally, the project will support 6,300 landless households in developing a climate-resilient livestock production system.

The Dry Zone is one of the most climate sensitive and natural resource-poor regions in Myanmar, and is therefore especially vulnerable to growing food insecurity and severe environmental degradation.

The objective of the project is to reduce the vulnerability of farmers in Myanmar's Dry Zone to increasing drought and rainfall variability, and to enhance the capacity of farmers to plan for and respond to future impacts of climate change on water resources and food security. The project will operate in five townships in the Sagaing, Mandalay and Magway Regions – Shwebo and Moneywa townships in the Sagaing region, Myingyan and Nyaung Oo townships in the Mandalay Region - and Chauk township in the Magway Region.

This project represents an important opportunity to highlight collaborations, disseminate key findings and outputs, raise awareness of lessons learned, and celebrate successes.

Overarching UNDP Communications Objectives

Core messages within UNDP should always make reference and align to the following:

- In the context of risk-informed development objectives, the programmes we support (a) change lives for a better today; (b) create opportunities for scaled up impacts tomorrow;
- We do this in full alignment with UNDP's Strategic Plan objectives of simultaneous eradication of poverty and significant reduction of inequalities and exclusion.
- Our support, explicitly targeted at vulnerable and marginalised communities in developing countries on adaptation is focussed on:
 - Integrating information on climate change risks and risk management options into national, sub-national and sectoral development planning processes and budgets;
 - De-risking technical, information, institutional and financial barriers, among others, to unleash the power of markets to advance economically viable actions for climate resilient livelihoods and comprehensive risk management options;
 - Identifying, promoting and implementing integrated adaptation and development investments on the ground that increase climate-resilient livelihoods and bolster stability despite quickly unfolding climate change impacts.

In short, our communications efforts should discuss how UNDP contributes towards poverty reduction, how UNDP works with, supports and empowers countries, how UNDP efforts focus on the most excluded members of a given society, and how UNDP projects efficiently and effectively use funds.

Project Communications Objectives

The primary objective of the communications strategy for the Dry Zone project is to establish and strengthen institutional capacity to disseminate climate risk information, both short-term and long-term, in a timely and deliberate manner, while at the same time building the capacity of local stakeholders/beneficiaries (and the NGOs who support them) to interpret such information (cf. *Component 3*).

Efficient and timely delivery of improved climate information, in turn, will have a positive cascading effect for the effectiveness of the other two Components, as it will trigger adaptive behavioural change for improved water conservation, agricultural, and post-harvest practices.

Learning and knowledge sharing

Results from the project will be disseminated within and beyond the project intervention zone, through existing information sharing networks and forums. The project will identify and participate (where relevant and appropriate) in scientific and policy-based networks, along with any other distribution networks deemed suitable, which will ultimately serve to support project implementation. The project will identify, analyse, and share lessons learned when beneficial in the design and implementation of similar future projects. Finally, there will be a two-way flow of information between this project and other projects of a similar focus.

This communications strategy is designed to cover in specific detail the first two years of the project implementation, and give a broad framework for years three and four, but should remain relevant for the entire lifecycle of the project. Building on the communications already conducted for the project, this communications strategy is designed to support the project team in continuing and enhancing project visibility.

This communications strategy also includes a set of internal communication guidelines to ensure that communications among the various government departments, the project team, and the UNDP Myanmar Country Office, are orchestrated in an effective manner.

Products

The desired communications products, as defined by the project team include:

- Project brochures, leaflet, education document, poster, case study, fact sheets, billboards at project sites, and other communications material
- Online presence via Photo Essays, blog posts, Success Stories, and periodically updated project profile: www.undp-alm.org/projects/af-myanmar
- Photos and Videos
- Information pack to be distributed to regional, district and township level institutions and organizations. The information pack could include: calendars, brochures, posters, T-shirts, caps, etc.
- Awareness raising materials for schools

This communications strategy is tailored with these products in mind and includes strategies for creating these products designed for reaching both a national and international audience.

Media Outlets

National media outreach: Local TV and local newspapers, Local audio/video communication:

- Broadcast Television

- MITV, MRTV, MRTV4, Channel 5, Myawaddy, Channel 7
- Radio
 - Padauk Myay (100.0 MHz)
 - Myanma Radio (98.0 MHz)
 - Bagan (89.9 MHz)
 - Cherry (89.3 MHz)
 - Mandalay (87.9 MHz)
 - City (89.0 MHz)
 - Shwe (89.6 MHz)
 - Padamyar (88.2 MHz)
- Daily Newspaper
 - [The New Light of Myanmar](#)
 - 7 Day Daily
- Weekly Newspapers
 - Yandanarpon newspaper
 - Voice Weekly
 - [The Myanmar Times](#)
 - [Myanmar Business Today](#)
- Magazines
 - [My Magical Myanmar](#)
 - [Mizzima](#)
 - [The Irrawaddy](#)
 - [Crossroads](#)
 - [Acumen](#)

Graphic Design Options

Partnering, contracting, or otherwise collaborating with a local graphic/media design team can serve to retain local flavour/colour, strengthen links with the community, ensure quality and appropriateness of communications products, and secure access to skillsets which mightn't already be strengths of the local project team. Utilising interns from a local media design school (or arts department at a local college/university), and/or sponsoring a contest for the students thereof, is a cost-effective way of creating communications products and engaging the community. Possible graphic design firms/schools in Mandalay include (but are not limited to):

- AK Graphic Design Printing Services
- Japan Graphic Design
- IBCT Mandalay

(The project team contributed to the selection of the following target groups and key messages for each audience that is listed in the matrix below.)

Target Groups and Messages

Strategic Communications Overview

Stakeholder group, government agencies, NGOs, CSO	Desired Behaviour/Attitudes	Messages	Tools and activities
<p>Beneficiaries of the AF Myanmar project</p> <ul style="list-style-type: none"> Villagers and community level Local branches of women and youth organizations, Village Administrators and Village Elders 	<ul style="list-style-type: none"> To fully understand the nature and focus of the AF project; and To be fully engaged in the new AF Myanmar project as active participants and advisors 	<ul style="list-style-type: none"> Climate change effects are being felt and UNDP is here to assist and support adaptation efforts 	<ul style="list-style-type: none"> Town hall meetings Forums Village information boards Print and electronic media Information pack to be distributed to a) Village Administrators; b) Village elders; c) Monasteries; c) Community Based Organisations; and d) Women's Groups/Women's Networks, and e) Community Forest User Groups (CFUG). Information pack could include: calendars, brochures, posters, etc.

<p>International community:</p> <ul style="list-style-type: none"> • Project Donor: Adaptation Fund • Regional and global level • Partner organization and stakeholders • Public and donors supporting climate change adaptation 	<ul style="list-style-type: none"> • Have full confidence that UNDP and the AF Myanmar project is executing well on stated objectives • Contribute increased support to the AF Myanmar project • Heightened awareness of climate change issues and UNDP-supported CCA responses in Myanmar; and • Possible increases in funding streams to Myanmar 	<ul style="list-style-type: none"> • Messages will focus on key milestones and results from project • Messages will include clear explanation of what we are doing in project sites • UNDP delivers value for money and has effective financial systems in place 	<ul style="list-style-type: none"> • Website • Social media • High-level meetings • Blog Posts • Photo Essays • Success stories • Media outreach • Fact sheets
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Tools and Tactics

To achieve communications results, UNDP Myanmar will need to focus on the nature, content and flow of information that explains the vision of the Country Programme to relevant stakeholders, including government offices, partners and staff.

- **Fact sheets** – Clear, concise and jargon-free two-page fact sheets for the project, including all major planned outcomes, will provide a succinct summary of important aspects of the new project. Example Brief: [UNDP Lao PDR Fact Sheet](#), June 2011. *[Fact Sheet template provided in [DropBox folder](#).]*
- **Online Presence** – UNDP-ALM Project Profile: www.undp-alm.org/projects/af-myanmar, periodically updated with new material (e.g. photos, publications and additional resources).
- **Project videos** – Short field-based videos of less than three minutes can be made by using photos or footage taken during field visits by staff. [Windows Movie Maker 12](#) is free software included in newer installations of the Windows operating system. It includes functionality for importing both photos and videos, as well as audio files, and then arranging these into a finished video. Contracting with outside video production firms for recording, editing, or producing is also an option.
- **Photo stories** - [Microsoft Photo Story 3](#) has been suggested as a free application that provides a user-friendly way for individuals and communities to tell their story using digital photos in combination with narration, visual effects, transitions, and background music to create a powerful visual narrative product. Microsoft Photo Story lets you drag and drop photos onto a window, arrange them as needed, then provide custom narration, transitions, zooms, pans, audio soundtracks and/or custom auto-generated music, then export the result as a WMV file. You can then watch the video files on your TV, a computer, or a Windows Mobile-based portable device. These can also be used on YouTube, Facebook and Twitter.
- **Photo library** – Photos need to reflect the issues and actions that the project is currently undertaking. Group photos are not necessary for the website or major publications. Photos must instead capture the *essence* of our work in the key programmatic areas of work. A solid, well managed portfolio (ideally in conjunction with a tag library) of professional-quality photos and short video footage is critical for illustrating targeted audiences with whom UNDP is engaged and working, especially in an environment where access is restricted and many partners are unable to see for themselves.

Here is the link to the [Myanmar Flickr Album](#). For direct access to upload and download photos:

- URL: <http://www.flickr.com>
- Username: undpclimatechangeadaptation
- Password: @d@ptUNDP

- **Logos:**



- **Provide donors with stories of impact.** Look for opportunities to place stories in publications produced by donors themselves. Send stories of impact and other evidence-based information, photos or case studies to UNDP regional, HQ and donor liaison offices. Donors want visibility for their contributions. Mention and attention to their support is essential in all major stories, speeches, publications and press releases. Adaptation Fund: www.adaptation-fund.org/, Contact Details: www.adaptation-fund.org/contact
- **Press releases** – Disseminating the milestones of programme activities or results are vital in keeping stakeholders and partners informed about UNDP work. Releases should focus more on project and programme work instead of merely on meetings, trainings, workshops, and high-level visits and signing of documents. For press releases to be of used outside of Myanmar, advance warning is needed in order for communications colleagues in Bangkok and New York and in the Liaison Offices to alert media of an upcoming story. *[Press Release template provided in [DropBox folder](#).]*
- **Social Media** – At present, the social media calendar is primarily a schedule of posts for the week/month. This includes UNDP MM events and press releases/stories, global UN/UNDP campaigns linked to UN days or events, and vacancy announcements.

When the project team generates content, liaising with Ms. Shobhna Decloitre, (Communications Specialist, UNDP Myanmar, Tel: 09 250345158, Email: shobhna.decloitre@undp.org) is very important. This will ensure inclusion on the social media calendar and sharing through relevant channels. Management tweets should be used strategically to inform the public of new data, focus, and/or information from the project. UNDP Myanmar Twitter is accessed via emailing Shobhna; UNDP Twitter is accessed via emailing Andrea.

- **Facebook** – Updates with active field photos and short/lively text can be an asset in building rapport with stakeholders (especially youth) in the country who use social media extensively. Posting to UNDP Myanmar Facebook is orchestrated via emailing Shobhna; posting to UNDP Facebook is orchestrated via emailing Andrea.

Implementation Strategy

The communications focus during year one relies on establishing the foundations for effective and consistent communications to key stakeholders about the new Adaptation Fund, UNDP, MOECAP project: *Addressing Climate Change Risks on Water resources and food security in the Dry Zone of Myanmar*.

This involves a co-ordinated effort on the part of the country office to undertake programmatic activities in a manner which reflects awareness of communications imperatives and objectives. As a practical matter, year one communications outcomes include establishing baseline and need for the project, as well as highlighting what the project will work to achieve. With these foundations in place, year two will entail communicating more concretely on the impacts the project is achieving.

In year two, while maintaining the basic communications tools, such as the UNDP-ALM Project Profile, fact sheet updates, and success stories, work will expand to include capturing and disseminating impacts. As part of Year 2 activities, it is suggested that fact sheets be written by the team on key project outcomes. As part of these efforts, other projects have had notable communications successes by working with a local company that can send out a journalist and photographer to produce newspaper articles (600-800 words each), based on the fact sheets, featuring project beneficiaries at the local level, and take photographs.

Ideally, the company must have the following characteristics:

- Minimum of 3 years on the subject of communication, production and realization of communication creative projects.
- At least 5 experiences of developing communication materials with social issues, preferably working with international cooperation, NGOs and / or government.
- Experience in creating knowledge and / or production of communication materials on issues related to natural protected areas, climate change adaptation, biodiversity conservation and / or natural resource management is desirable.

In addition to drafting newspaper articles, the photos and materials gathered can support the creation of UNDP Exposure Photo Essay/s.

Year three and four will continue the communications work in previous years, and will include concretely highlighting the outcomes of the project and their contributions to building resilience and supporting communities in adapting to climate change, against the backdrop of the country's transformation efforts.

Process

This section aims to concretely detail how the Project Launch (February 2015) was handled, and to detail the process for how the Inception Workshop should ideally be communicated.

EVENT: Project Launch

Required Preparatory Work

- Create front-page feature on UNDP-ALM: Upcoming event page with one paragraph describing the project, the event and what it means for the country;
- Establish project profile on UNDP-ALM: <http://www.undp-alm.org/projects/af-myanmar>;
- Prepare and print [Project Brochure: Addressing Climate Change Risks on Water resources and food security in the Dry Zone of Myanmar - ENG](#) / [Project Brochure: Addressing Climate Change Risks on Water resources and food security in the Dry Zone of Myanmar - MY](#)
- Draft Tweet and Facebook post/s for UNDP and UNDP Myanmar;
- Send info to UNDP Communications Office, related regional/country offices, funding channels for dissemination; and
- Publicize event info through UNDP Intranet/Twitter to key stakeholders.

During Event

- Press release on UNDP corporate site: Project Launch [Blog: Reducing poverty and building resilience to climate change in Myanmar's Dry Zone](#)
- [Project Launch Feature](#) on UNDP-ALM
- Twitter coverage on the ground, at least 3 tweets for the event, ideally with pictures;
- Team Retweet;
- Photo/Video material gathering during the event gathered;
- [MRTV video clip for the launch of the UNDP-AF Project in Myanmar](#): As one of the broadcast television channels in Myanmar, MRTV featured a highlight of the Launching Workshop for the UNDP-supported Adaptation Fund project

After Event

- Photo/Video Production (and/or other products: Blog post, press release): ensure that data gathered is collected (e.g. Ruat Pwee requested the news clip from MRTV and we have now added to the project's online profile);
- Prepare draft tweets for the final content and promote dissemination; and
- Submit tweets to UNDP Communications Office, related regional/country offices, and funding channels for further dissemination;
- Finding news articles and loading them on the project profile:
[News Release for AF Myanmar Launching Workshop: 7 Day Daily - MY](#)
[News Release for AF Myanmar Launching Workshop: Voice Weekly - MY](#)
[News Release for AF Myanmar Launching Workshop: Yadanarpon - MY](#)
(Ruat Pwee was able to find these and scan them so that they could be added to the project profile.)

EVENT: Inception Workshop

Required Preparatory Work

- Alert Shobhna Decloitre, (Communications Specialist, UNDP Myanmar, Tel: 09 250345158, Email: shobhna.decloitre@undp.org) to ensure inclusion on the social media calendar and sharing through relevant channels. Shobhna also manages UNDP Myanmar Facebook and Twitter and can advise on the details needed for tweets and posts;
- Create front-page feature on UNDP-CCA: Upcoming event page with one paragraph describing the project, the event and what it means for the country. Link the event page to project page;
- Prepare tweet and Facebook post for UNDP and UNDP Myanmar;
- Send info to UNDP Communications Office, related regional/country offices, funding channels for dissemination
- Publicize event info through UNDP Intranet/Twitter to key stakeholders

During Event

- Update UNDP-ALM front page feature to News story
- Twitter coverage on the ground, at least 3 tweets for the event, ideally with pictures
- Team Retweet
- Photo/Video/Newspaper articles and other material gathering during the event shared via Flickr and email
- Disseminate timely information to the UNDP's communications office in Yangon, New York and Bangkok

After Event

- Photo/Video Production (and/or other products: Blog post, press release)
- Prepare draft tweets for the final content
- Submit tweets to UNDP Communications Office, related regional/country offices, and funding channels for dissemination
- Update project profile with relevant material.

TIMETABLE

Timing	Key activities	Responsible	Involved	Timing	Channels
Year 1					
Pre-Launch	Brochure - Project Brochure: Addressing Climate Change Risks on Water resources and food security in the Dry Zone of Myanmar - ENG Project Brochure: Addressing Climate Change Risks on Water resources and food security in the Dry Zone of Myanmar - MY	Management	Lat Lat Aye Project Team	Completed March 2015	UNDP-ALM Launch event Meetings
	Established project profile and updating content: www.undp-alm.org/projects/af-myanmar	Management	Andrea Karma Project Team	Profile created, updates ongoing	UNDP-ALM
Project Launch	Feature press release on UNDP corporate site: Project Launch Blog: Reducing poverty and building resilience to climate change in Myanmar's Dry Zone Project Launch Feature on UNDP-ALM	Yusuke Taishi, editing support Andrea Egan	Project and Programme Staff	Completed March 2015	UNDP.ORG UNDP HQ and UNDP Myanmar Facebook UNDP and UNDP Myanmar Twitter
	News Articles	Communications Officer	Project and programme staff	February 2015	Local Newspapers: <i>7 Day Daily</i>

Timing	Key activities	Responsible	Involved	Timing	Channels
					<i>Yadanarpon Voice Weekly</i> UNDP-ALM
	Prepare Project Brief / Fact sheets written on key project outcomes for UNDP-ALM platform	Project and Programme staff		Immediately and throughout the year as needed	UNDP-ALM Inception Workshop Meetings
	Blog post from Lat Lat and Karma	Management	Project and Programme Staff; Communications officer	1-2 per year (or as events and materials will allow)	UNDP.ORG UNDP-ALM UNDP HQ and UNDP Myanmar Facebook UNDP and UNDP Myanmar Twitter
	Local consultation meetings in the 5 townships during target village selection.	Karma Raptan Van Lal Ruat Pwee Yee Project team	Project and Programme Staff	Early in project implementation	During these meetings, posters were displayed and project brochures/pamphlets (ENG and MYN) were distributed.
	UNDP Exposure Photo Essay: Greening the Dry Zone (EN)	Lat Lat Aye Karma Raptan Van Lal Ruat Pwee Yee Project team	Project and Programme Staff	1-2 per year (or as events and	UNDP HQ and UNDP Myanmar Facebook

Timing	Key activities	Responsible	Involved	Timing	Channels
Pre-Inception Workshop	Greening the Dry Zone (FR)	Andrea Egan		materials will allow)	UNDP and UNDP Myanmar Twitter
	Greening the Dry Zone (SP)				
	Education Document, awareness raising materials for schools	Management		Once	Local Schools
	Project Information Pack created and distributed Information pack to be distributed. Information pack could include: calendar, brochures, poster, T-shirts, caps.	Management	Project and Programme Staff	As needed	a) Village Administrator; b) Village elder; c) Monasteries; c) Community Based Organisations; and d) Women's Groups/Women's Networks
	Maintain Photo data base: Myanmar Flickr Album	Van Lal Ruat Pwee Yee	Project and programme staff	Throughout the year	Flickr To be used: UNDP-ALM UNDP HQ and UNDP Myanmar Facebook UNDP and UNDP Myanmar Twitter
Inception Workshop	Short video/s produced	Van Lal Ruat Pwee Yee Karma Raptan	Project and programme staff	Visits to field sites - Yearly	UNDP-ALM

Timing	Key activities	Responsible	Involved	Timing	Channels
				for UNDP CO, as required by UNDP APRC	Meetings Community Outreach
	Social media – Updates on Facebook and Twitter	Van Lal Ruat Pwee Yee Andrea Egan	Project and Programme Staff and cc Ms. Shobhna Decloitre, Communications Specialist, UNDP, 09 250345158, shobhna.decloitre@undp.org	Event-based	UNDP HQ and UNDP Myanmar Facebook UNDP and UNDP Myanmar Twitter
Year 2	Update web content	Van Lal Ruat Pwee Yee Karma Project team Andrea Egan	Project Staff send documents, photos, materials to Andrea to upload on profile	Event based and/or Quarterly	UNDP.ORG UNDP-ALM UNDP HQ and UNDP Myanmar Facebook UNDP and UNDP Myanmar Twitter
	News oriented press releases	Communications Officer	Project and Programme Staff	Event-based	UNDP.ORG UNDP-ALM UNDP HQ and UNDP Myanmar Facebook UNDP and UNDP Myanmar Twitter UNDP HQ and UNDP Myanmar Facebook UNDP and UNDP Myanmar Twitter
	Human interest stories for web	Communications Officer	Project and Programme Staff	Quarterly	UNDP.ORG

Timing	Key activities	Responsible	Involved	Timing	Channels
					UNDP-ALM UNDP HQ and UNDP Myanmar Facebook UNDP and UNDP Myanmar Twitter
	Fact sheets written on key project outcomes Hire a company that can send out a journalist and photographer to produce 4 newspaper articles (600-800 words each) featuring project beneficiaries at the local level, and take photographs.	Management; Project and Programme Staff; and hired Company	Project and Programme Staff	In Year 2, hire a professional team to complement the project teams efforts	UNDP HQ and UNDP Myanmar Facebook UNDP and UNDP Myanmar Twitter Local newspapers: <i>The New Light of Myanmar</i> <i>7 Day Daily</i> <i>Yadanarpon</i> <i>Voice Weekly</i> <i>The Myanmar Times</i> <i>Myanmar Business Today</i>
	UNDP Exposure Photo Essay/s can be created from the 3-4 stories produced by the hired team	Management	Project and Programme Staff	1-2 per year (or as events and materials will allow)	UNDP HQ and UNDP Myanmar Facebook UNDP and UNDP Myanmar Twitter
	Photo data base: Myanmar Flickr Album	Communications Officer	Project and Programme Staff	Throughout the year	<i>As detailed above</i>

Timing	Key activities	Responsible	Involved	Timing	Channels
	Short videos produced	Communications Officer	Project and Programme Staff	Visits to field sites - Yearly for UNDP CO, as required by UNDP APRC	<i>As detailed above</i>
	Social media	Management; Communications Officer	Project and Programme Staff	Event based and/or monthly Tweets	<i>As detailed above</i>
Year 3 and Year 4	Update web content	Communications Officer	Project and Programme Staff	Event based and/or Quarterly	<i>As detailed above</i>
	News oriented press releases	Communications Officer	Project and Programme Staff	As relevant	<i>As detailed above</i>
	Human interest stories for web including possible UNDP Exposure Photo Essay	Communications Officer	Project and Programme Staff	Event based and/or 1-2 per year	<i>As detailed above</i>
	Case study on key project outcomes, lessons learned	Project and Programme staff	Project and Programme Staff	Once	<i>As detailed above</i>
	Photo data base: Myanmar Flickr Album	Communications Officer	Project and Programme Staff	Throughout the year	
	Short videos produced	Communications Officer	Project and Programme Staff	Visits to field sites - Yearly for UNDP CO, as	<i>As detailed above</i>

Timing	Key activities	Responsible	Involved	Timing	Channels
				required by UNDP APCR	

Potential Communications Opportunities¹

Based on the opportunities identified in the UNDP Myanmar Communications plan (2013), the following advice is specifically relevant for the AF Myanmar project:

While much of what UNDP does involves training, workshops and forums, it will be important to follow the *results* of those activities. It is not enough to alert media or announce that training and conferences took place. The real interest for a range of audiences will be the *impact* of those events, the application of what was learned, and what changes occurred following the workshops, training, dialogues and meetings.

General practice should be to avoid external information that focusses solely on project signings, formal events, trainings, workshops or the handover of equipment, unless an explicit link is made to the larger issues, actions and results that UNDP is trying to achieve through these activities.

A desk review of the draft project documents and discussions with Bangkok-based reporters offer some specific ideas for communications opportunities within the programmes that could be shaped for stories, briefs, field visits, references in speeches, launches, or interview topics.

- Any updates on poverty statistics
- Any national policy or legal shifts, particularly on issues pertaining to rights, security, land tenure, environmental responsibility, for which we have had an involvement, would comprise valuable communications possibilities.
- Any leadership training for women and politics to encourage women to run for public office; profiles of prominent women who have gone through any kind of UNDP-supported leadership training
- 2015 elections – Features on any women politically involved. Our support to women elected representatives, women’s organizations and political parties should be promoted.
- Promote the use of community radio, local independent newspapers, and websites that are used by local administrations to disseminate information to communities for free exchange of ideas and concerns. Seek examples where this bilateral participation is demonstrably improving civic awareness and involvement.
- In the Central Dry Zone – feature energy access through the expansion of renewable off-grid energy solutions, particularly ones that provide livelihoods and reduce deforestation pressures.

¹ As detailed in the *UNDP Myanmar Communications Plan 2013*.

Summary of AF Myanmar Project

Additional suggestions for how to highlight the project

The project target sites consist of approximately 50,000 households from 280 villages with a high percentage of landless² households and marginal/small farmers. Many of these landless and marginal/small farmers will benefit directly from the proposed project. Among them, approximately 85% of the total population is estimated to be impoverished landless and marginal farmers' households on rain-fed lands who are prone to critical losses of livelihood assets from recurring droughts and crop failures.

While impoverished and marginal farmers with land-use rights will benefit from the project through additional investments in natural and productive capital (such as improved water supply on drought-prone fields; access to diversified and improved crops for fields and home gardens; expanded agro-forestry services; diversified livestock rearing; arrested soil erosion and watershed protection), landless people will benefit from diversified livestock assets, improved ecosystem services (such as greater availability of non-forest products and more reliable freshwater supply), as well as through greater opportunities for manual labour in water-, forestry-, and agroforestry-related components of the project.

During the project formulation, an assessment of primary information as well as secondary sources (e.g. from Department of Agriculture, General Administrative Department, Department of Forests) on the proportion of the landless and farmers with land-use rights was undertaken; the assessment confirmed that the majority of the target population is wholly landless; among the farmers with land access, approximately 63% own only 0.4-0.8 hectares. An important element of the project is to highlight how activities are designed to strengthen the participation and stakes of landless people in Community-based Organisations, especially Forest User Groups.

Key Initiatives

The 3 key components of the project are to:

- Respond appropriately to the climate induced reduction of freshwater supply;

² Landless people are those people without arable land of their own and who must supplement their income with a variety of off-farm activities and thus depend mainly on casual labour. Subsistence livestock raising mainly of goat and sheep is one of the coping strategies to earn their living. Traditionally, landless participate in village development activities in the Dry Zone.

- Introduce climate resilient food and livestock production systems; and
- Improve the dissemination of climate risk information dissemination.

Conclusion

The primary objective of the communications strategy for the Dry Zone project is to establish and strengthen institutional capacity to disseminate climate risk information, both short-term and long-term, in an efficient and timely manner while at the same time, building the capacity of the farmers, and NGOs who support them, to interpret such information.

For each element of the communication strategy outlined above, information generated from the AF project will need to be documented, processed and turned into different types of products for different audiences. This will require the team to continuously gather, organise and make sense of raw material (e.g. stories, photos, film) that emerge during project implementation, and identify how best to use them for their intended purpose. Furthermore, social media engagement needs to be conceptualised as both a platform as well as a source of information from stakeholders. Staying abreast of the local conversation, and responding with timely tweets, photo stories, tweets, and/or blog posts will bolster the utility of communications products, and will afford the project a better understanding of stakeholders and beneficiaries.

There are numerous exciting opportunities which this project should endeavour to leverage. Heightened interest and public participation stemming from recent constitutional reforms and the 2015 elections are one such opportunity, but program teams will need to continually monitor progress against the backdrop of local, national, and international events. The planned programmatic activities are inherently exciting, compelling, and important; the country team primarily needs to generate communications materials which reflect these qualities, and disseminate them in a manner which supports program objectives.