

2023 Annual Communication Plan

Effective Development Financing & Coordination II (UNDP/EDFC)

*A project co-financed by UNDP and the United Kingdom Foreign, Commonwealth and
Development Office (FCDO)*

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Acronym

AMIS	Aid Information Management System
EDFC-II	Effective Development Financing & Coordination II
FCDO	Foreign, Commonwealth & Development Office
GON	Government of Nepal
GPEDC	Global Partnership for Effective Development Co-operation
IATI	International Aid Transparency Initiative
IECCD	International Economic Cooperation Coordination Division
MOF	Ministry of Finance
PEB	Project Executive Board
UN	United Nations
UNDP	United Nations Development Programme



1. Overview

The Effective Development Financing and Coordination II (EDFC-II) is a UNDP project co-financed by UNDP and the United Kingdom Foreign, Commonwealth and Development Office (FCDO). The project is delivered via UNDP's national implementation modality that promotes national ownership and fosters institutional capacity development among government counterparts.

This EDFC-II 2023 Communication Plan reflects the project team's steadfast commitment to enhancing strategic communications and advocacy actions to elevate the project's visibility, strengthen relationships with key stakeholders, and emphasise the progress made towards achieving the project's objectives.

In doing so, this Communication Plan lays out a range of communication activities intended to engage stakeholders, advance project goals, and celebrate accomplishments while building beneficiary communications capacities.

2. Plan

2.1. Purpose

The EDFC-II communication plan outlines the communications and advocacy strategies for the EDFC-II initiative, designed to enhance project visibility, foster strong stakeholder relationships, and highlight the project's progress towards its objectives.

2.2. Scope

This plan applies to all EDFC-II project team members, stakeholders, partners, and any individual or entity involved in communicating about the project. It covers all communication materials and activities outlined in the EDFC-II Communication Plan.

2.3. Responsibilities

The EDFC-II DPM is responsible for executing the Communication Plan and tracking its performance. The NPD and other key stakeholders must approve this Communication Plan annually. All individuals involved in communication should ensure their actions align with this plan.

2.4. Guiding Principles

- **Consistency:** All communications should consistently represent the project's goals and objectives. Information should be accurate, timely, and aligned with the project's branding and messaging guidelines. This communication plan, and all activities herein, shall respect and align with the corporate communication policies and strategies of our project partners, including the GON, FCDO, and UNDP.
- **Transparency:** The project team should strive for transparency in all communications. Regular updates, project progress reports, and open forums for discussion should be provided.
- **Stakeholder Engagement:** Stakeholder engagement should be prioritised. This includes regular consultation meetings, recognising and highlighting stakeholders' contributions, and ensuring active engagement via various platforms.

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- **Partnerships/Visibility:** Communication should acknowledge the importance of the Government of Nepal (GON), development partners, and all other partners, ensuring adequate and appropriate visibility whenever possible. Their contributions should be recognized in all communication materials and activities.
- **Media Engagement:** Any engagement with the mass media, particularly for any project event or activity that involves UNDP's name, should involve close coordination with UNDP's Communications Unit by the project team. The project should maintain open and proactive engagement with the media, through the UNDP CO, to promote the project and its achievements to the public. This includes issuing regular press releases, facilitating media interviews, and organizing media tours.
- **Capacity Building:** Communication initiatives should also focus on capacity building, empowering GON officials and project team members.
- **Advocacy:** Strategic communications should be geared towards advocating for the project objectives, generating awareness, and fostering support among stakeholders and the wider community.

2.5. Privacy and Confidentiality

Respect for privacy and confidentiality is paramount. Therefore, personal or confidential information should not be disclosed without the individual's or entity's explicit consent.

2.6. Plan Review

This plan will be reviewed at least annually to ensure it continues to serve the project's communication needs and objectives effectively.

2.7. Budget

The estimated budget for communication activities is \$38,000. However, this estimation should be adjusted according to the actual costs and the project's budget.

2.8. Approval

The NPM and relevant key stakeholders should approve all communication activities before implementation.

2.9. Effective Date

This plan is effective from the date of approval by the NPM and relevant key stakeholders.

The EDFC-II DPM will enforce the plan and ensure all communication activities adhere to its guidelines.

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3. Communications Activities

Communication Area/Theme	Communication Activities	Estimated Budget ¹
<p>Introductory Materials Initial project related documents designed to provide a comprehensive understanding of the project.</p>	<ul style="list-style-type: none"> • Project Overview Brochure – The EDFC-II Project Overview Brochure will offer a concise, visually appealing document that clearly communicates the project’s aims, objectives, and approach, helping stakeholders understand the project's scope and mission. • Project Fact Sheet – The EDFC-II Project Fact Sheet will provide a detailed description of the project's objectives, scope, and expected impact, offering a reference document for anyone seeking in-depth knowledge about the project. • Standard Project Presentation Slides – A set of EDFC-II Standard Project Presentation slides will distil essential project information into a visual format for stakeholders seeking a general understanding of the project. • Project Website – The EDFC-II project website will ensure that all relevant project details, updates, and key resources are easily accessible in a centralised online location – to be hosted on MOF or UNDP servers. • EDFC-II Infographic – The EDFC-II Infographic will provide a visual representation of key project features, allowing for a more complex project description to be quickly conveyed and easily understood by various audiences. • EDFC-II Project FAQ Document – The EDFC-II Project FAQ Document will include questions and answers to commonly asked questions regarding the project, providing and fostering understanding among key stakeholders. 	<p>\$1000</p>
<p>Knowledge Products Public reports and publications produced for disseminating key information about the project and its outcomes.</p>	<ul style="list-style-type: none"> • Annual EDFC-II Report – A brief annual report which outlines the project's key activities, describing progress and milestones achieved over that period. • Annual Development Cooperation Report – An annual flagship report produced by the IECCD offering readers a comprehensive quantitative and qualitative analysis of Nepal’s international development assistance landscape, to the extent permitted by data extracted from the AMIS. 	<p>\$15,000</p>

¹ Activities projected to have a budget of \$0 are anticipated to be completed by project staff as part of their primary responsibilities, without incurring any additional costs.

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	<ul style="list-style-type: none"> • Annual Development Partner Profiles – An annual report that describes the activities and approach for all key development partners active in Nepal. • Project Work Plans – Comprehensive work plans that outline project activities, key milestones, and targets, ensuring alignment and progress towards project objectives. • Regular Newsletters and Ad-Hoc Publications – Drafting and publication of knowledge products informing stakeholders of MOF/IECCD activities. • Impactful Case Studies – Presenting semi-regular case studies that clearly illustrate the project's impact, providing tangible evidence of the project's success and effectiveness in achieving its objectives. 	
<p>Events/Workshops Planned gatherings designed to promote project visibility, stakeholder engagement, and capacity building.</p>	<ul style="list-style-type: none"> • Stakeholder Consultation Meetings – Regular meetings with EDFC-II stakeholders, including GON, development partners, the private sector and civil society, to solicit feedback, promote collaboration, and enhance the overall effectiveness in pursuit of EDFC-II objectives. • EDFC-II PEB Meetings – Quarterly PEB meetings allowing for an evaluation of the project's progress, discussion of challenges, and planning for activities, ensuring ongoing alignment with project goals. • Capacity Building Training/Workshops – Delivery of tailor-made workshops and other training events aimed at building the capacities of IECCD, and other GON officials, enhancing capacities relevant to the EDFC-II project's objectives. • Participating in Global Fora – Active engagement in international platforms such as IATI and GPEDC, which include opportunities to showcase the EDFC-II project's progress, enhancing the project's global visibility and credibility. 	\$5,000
<p>Success Stories & Short Videos Media content focusing on achievements and impacts of the project, aimed at increasing project visibility and credibility.</p>	<ul style="list-style-type: none"> • Publish Quarterly Success Stories – Curate and share compelling narratives each quarter in the form of Quarterly Success Stories, highlighting tangible impact and progress of the EDFC-II project. • Video Interviews with Project Beneficiaries – Conduct short, insightful video interviews with project beneficiaries, showcasing the project's real-world impact. • Success Story Articles – Write and publish regular success story articles on a regular basis, offering readers an in-depth look at the project's tangible achievements and positive effects. 	\$5,000

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<p>Promoting Government Ownership/Leadership Activities designed to recognize and engage government and development partners, emphasizing their pivotal roles in the project's success.</p>	<ul style="list-style-type: none"> ● Highlight Partners' Contributions in All Project Communications – Recognise partners' contributions in all communications, elevating their visibility and acknowledging their crucial roles. ● Circulate Project Knowledge Products to Partners – Regularly compile and distribute knowledge products to development partners, maintaining transparency and accountability. ● Showcase Partner Contributions on Project Website – Highlight the significant contributions of partners on the EDFC-II project website, publicly recognising and validating their vital involvement. ● Feature Partners in Promotional Materials – Include the roles of partners in EDFC-II promotional materials, emphasizing their critical contributions and collaborative leadership. 	<p>\$2,000</p>
<p>Media Engagements Activities involving interaction with the media, aimed at promoting the project and its achievements to the public.</p>	<ul style="list-style-type: none"> ● Issue Regular Press Releases – Draft and disseminate regular press releases to update the public on financing agreement, maintaining continuous visibility. ● Organize Media Orientation on Aid Effectiveness – Organise orientation program on aid effectiveness and aid architecture to enhance common understanding of media for correct reporting. 	<p>\$500</p>
<p>Capacity Building Activities designed to enhance the skills and capabilities of GON officials, increasing their effectiveness in project-related tasks.</p>	<ul style="list-style-type: none"> ● Deliver Regular Training Sessions and Workshops – Support delivery of training sessions and workshops for IECCD and other GON officials, empowering them with the knowledge and skills necessary for effective project implementation. ● Provide Mentoring and Technical Skill Support – Provide continuous mentorship and technical support to GON officials, fostering professional development and enhancing their effective contribution to the project. ● Facilitate Leadership and Decision-Making Training – Deliver training focused on leadership and decision-making skills to project beneficiaries. 	<p>\$8,000</p>
<p>Strategic Communications & Advocacy Activities Efforts to communicate strategic project objectives, and advocacy initiatives for</p>	<ul style="list-style-type: none"> ● Engage Key Project Stakeholders – Actively engage with key stakeholders such as the UN Country Team, the FCDO and wider development partner community in Nepal, and global forums like IATI and GPEDC, maintaining open communication channels and fostering collaborative relationships. 	<p>\$1,500</p>

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project support and visibility.	<ul style="list-style-type: none">• Advocate for Project Objectives – Champion the project's objectives and priorities via targeted communication efforts, emphasising the project's importance and potential impact to secure ongoing support.• Leverage Social Media and Digital Platforms – Effectively use social media and digital platforms to reach a broader audience, foster an active online presence and encourage wider engagement with the project.• Host Advocacy Events – Organise events to promote the project's objectives, generate awareness and support for the project among key stakeholders and the wider community.• Launch an Email Newsletter – Initiate a regular email newsletter, offer timely updates about the EDFC-II project, fostering continuous engagement with the project's progress and achievements.	
TOTAL		\$38,000

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