

## **LCIPP Activity 5: Develop an outreach/dissemination plan and thematic training materials**

### **Outreach and Dissemination Plan Version 26 April**

#### **Introduction**

The outreach and dissemination plan (hereinafter “ODP”) will distribute information to raise awareness of the LCIPP’s work plan, as well as the accompanying activities, results, and needs it addresses. The primary objective of the ODP is to familiarize Parties, rights holders, and other relevant stakeholders with activities within the work plan, in addition to mobilizing the promotion and participation of work plan activities and results as they are achieved.

These activities, along with the ODP, and their outcomes are closely interconnected and as a key component of indigenous perspectives and worldviews, such interconnectedness should be honored and considered in all activities. Facilitating opportunities with the ODP for common messaging across LCIPP activities is one mechanism for promoting interconnectedness. The ODP is integral to ensuring the continued involvement and participation of rights holders and other key stakeholders in existing LCIPP initiatives. It will help maintain and build relationships between the LCIPP, rights holders, and other relevant stakeholders within the UNFCCC and the general public.

#### **Objectives of the Outreach and Dissemination Plan**

The ODP should share results as widely as possible and be more than a synthesis of work plan activities. It should be a call for engagement, a tool to identify partners, and an avenue to mobilize LCIPP ambitions throughout the UNFCCC. In this regard, the ODP should raise the visibility of the LCIPP and the work plan, ensure sound communication of action items, facilitate further cooperation with rights holders and stakeholders, and create synergies between the LCIPP goals, policies, and policymakers. Some target audiences can also serve as channels for the dissemination of information to others. The ODP should provide an agreed set of messages and tools, in tandem with the actions required for their strategically and effectively conveyed dissemination to a wide range of audiences.

The ODP should reflect and serve the general objectives of the work plan: to take collective action to mobilize for stronger and more ambitious climate action by all, including indigenous peoples and local communities, and to allow for the effective participation of all relevant rights holders and stakeholders.

It should be noted that the dissemination of objectives and activities will likely evolve further over time, as the work plan evolves, and intermediate results are made progressively available. In the early stages, for example, the priority is presenting the work plan to increase awareness of it. At a later stage, proposals can be made to relevant rights holders, stakeholders and policymakers, certain solutions or standards can be promoted etc. For this reason, the objectives should be flexible.

#### **General objectives**

- Share results as widely as possible;
- Set clear principles underpinning the strategy, producing honest, succinct, credible, accessible, and cost-effective communications;
- Develop clear messages and model how these messages could work in different contexts (e.g. press-releases, reports, newspaper articles, webpages etc.);

- Clearly identify the target audiences and user groups and prioritize them according to importance and influence relative to the LCIPP work plan's objectives.
- Keep the ODP manageable and carefully estimate the time and effort to be involved;
- Build awareness of the work plan among a wide but defined group of audiences and user groups;
- Influence specific policies or policymakers around key aspects of the work plan.

The following **specific objectives** should be pursued:

- Create awareness and increase the visibility of the LCIPP and its partners within target groups as well as raise awareness about the work plan through the promotion of the work plan's activities and the dissemination of its results among rights holders and stakeholders;
- Ensure smooth, accessible, and effective communication exchange within the LCIPP partnership, guaranteeing a proper flow of information throughout the different bodies by following the principles of cooperation and transparency, and by respecting the rules of confidentiality whenever required;
- Facilitate and encourage the cooperation of various rights holders and stakeholders to improve the quality of the shared work; including opening and maintaining a two-way dialogue with rights holders and stakeholders to obtain feedback in course of its activities and to increase the work plan's impact;
- Enhance the LCIPP work plan's impact by disseminating relevant documents, information, results and achievements to rights holders and stakeholders at all levels;
- Pursue the translation of outreach materials and activity deliverables into the official UN languages. At the minimum, seek to offer materials in English, French, Spanish, and Russian, and whenever possible, in appropriate indigenous languages to increase accessibility of materials to a wider audience;
- Identify other possible stakeholders who would benefit from the work plan's activities.
- Seek out relevant alignments and opportunities for collaboration with other relevant programmes, projects and initiatives; and seek opportunities for supporting these synergies to mobilize and activate existing connections;
- Promote synergies that could result in further new activities that could be included in future LCIPP work plans.
- Involve, whenever possible, policymakers to increase the relevance of the work plan's results, stimulate change by transferring the developed policies and tools and promote their adoption;
- Ensure the work plan's legacy through making the material and relevant documentation available to parties, rights holders, and other relevant stakeholders.

### **Target audience**

In order to achieve maximum outreach and audience involvement, it is crucial to first understand the relevant audience. Successful audience identification plays a vital role in achieving the intended results of the ODP. The proposed approach is to identify the individuals and groups that are likely to affect or be affected by the work plan. Then, these actors would be grouped based on their impact and their interest factors on the actions, as well as the impact the actions may have on them. By assessing this information, the FWG can refine its vision on how the interests of those rights holders and/or stakeholders should be addressed in the ODP and relevant activities. Thus, all communication actions should eventually be targeted towards these rights holders and stakeholders, who will serve as respective target groups for the communication activities. The FWG should establish contact with a wide range of rights holders and stakeholders in order to engage them the initial stage of implementation stage and ensure a closely aligned implementation progress.

#### Internal Communication: Target Groups

- FWG
- Relevant UNFCCC Secretariat teams

#### External Communication: Target Groups

- Group 1 'Keep informed and satisfied': These rights holders and/or stakeholders can be useful for helping with decisions and giving insightful opinions. Examples: indigenous peoples organizations, relevant government representatives.
- Group 2 'Manage closely': These are critical rights holders and/or stakeholders; collaboration with them is essential. Examples: International Indigenous Peoples Forum on Climate Change, Parties.
- Group 3 'Monitor': This is a lower priority group, compared with the latter two. It should be monitored. Examples: general public, media.
- Group 4 'Keep informed and involved': The representatives of this group could be interested and engaged. Examples: expert panel, scientific community, workshop participants, decision and policymakers, etc.

#### Dissemination/Outreach Activities and Tools

The dissemination and outreach should be carried out following 3 main strategies:

- The Paper Strategy (limited) – envisaged mainly within the work plan's partners networks. Examples include scientific papers, press releases, leaflets, posters, or factsheets (e.g. to be distributed at workshops). Printed materials are important for promotional purposes. Dissemination materials will be produced according to the perceived needs, in particular if they can be produced in a cost-effective way and in large quantities, therefore readily lending themselves to large-scale communicative purposes. On the occasion of existing key events or achievements, press releases will be created and disseminated. Appropriate and timely translation of printed materials is a priority identified by the LCIPP's Facilitative Working Group and listed under objectives of the ODP.
- The Multimedia Strategy (the dedicated LCIPP web portal, the work plan's partners websites, social media, news, etc.).

It should be envisaged that the dissemination is going to happen through online tools including news portals, webpages, social media platforms, etc., with the purpose of spreading the word about the work plan in a quick, wide, effective and powerful way. The ability of these media tools to facilitate communication is tremendous, as they can enable reaching single target rights holders and/or stakeholders as well as communities and bigger audiences. By definition, a multimedia strategy should be always multi-channel and multi-dimensional.

- The LCIPP web portal is the main promotional tool for publishing the work plan results and activities as well as a dynamic database for collecting all relevant print/media work. The dedicated LCIPP web portal will highlight the work and recommendations of indigenous peoples, and indigenous-led gatherings and conferences. Considering the large number of documents produced and forthcoming out of the work plan activities, many which are interconnected, thoughtful coordination for storage on the portal to ensure these materials are housed and available in a clear and user-friendly way (e.g. clustered approach) is important to ensure inclusiveness and awareness for all participants and portal users.
- Social media will also be used to disseminate events and achievements, as well as to promote discussions and engage rights holders and stakeholders. Social networks are useful tools for establishing continuous interactions with LCIPP rights holders and

stakeholders, and to maintain daily interest towards the work plan initiatives and events and for sharing key achievements. The main objectives of social media are:

- Spread related information, activities and results;
  - Broaden the outreach of the FWG and the LCIPP work plan;
  - Exchange experiences;
  - Allow the creation of a very interactive dissemination;
  - Provide analysis of the audience feedback to adjust the communication strategy.
- Promotional e-mails  
Information/promotion e-mails should be devoted to the different rights holders and stakeholders to inform about relevant events. Such e-mails should be intended to provide an appealing message for attracting the attention and interest of the recipients. All partners should be invited to share these emails within their networks.
  - News  
News should be produced and published by all partners on a regular basis, in conjunction with key results and events. Partners should be invited to share the LCIPP news within their network of contacts and on their websites.
- The Event Strategy (key thematic conferences, forums, events, indigenous-led events, etc.)  
An effective dissemination plan should include organization of, and/or participation in, key events (especially LCIPP events and those organized and led by indigenous peoples both within and outside of the UNFCCC and UN bodies) and thematic conferences. Presenting the LCIPP work plan to an audience will be essential to:
    - Engage rights holders and stakeholders through discussion and interaction;
    - Present the activities of the FWG, involving the audience in their development;
    - Understand the response of target groups to the proposals;
    - Measure the impact of the outcomes;
    - Receive feedback and inputs for future implementation of:
      - Thematic training workshops with indigenous peoples, local communities, Parties and other relevant stakeholders.
      - Local, regional, and national meetings  
It is important to disseminate the LCIPP work plan to a more local and immediate audience, as well as regionally and nationally, in order to maximize the potential positive effects. It is also important to raise awareness and share knowledge inside institutions. Engaging in local, regional, and national events, especially those that are indigenous-led, has the potential not only to promote the work done under the LCIPP, but also to engage other possible rights holders and stakeholders to implement appropriate activities. This would also ensure the sustainability of the work plan activities beyond the immediate scope and duration. The partners should be clearly invited to identify other events at national and regional levels to promote the work plan.
      - Meetings with rights holders and stakeholders  
Consultation with rights holders and stakeholders should be performed by the partners for dissemination and long-term planning. Face-to-face communication is considered essential in the form of formal and informal meetings. Informal interactive and flexible meetings with rights holders and stakeholders are as important as official consultations, as it enables partners to get direct feedback and inputs. The idea is to identify and get in contact with several rights holders and stakeholders interested in supporting the activities.

This wide dissemination approach could support the "cascading effect", motivating others to utilize the results for their own projects and changes within their institutions.

## **Monitoring and Evaluation**

An evaluation strategy for outreach and dissemination is crucial. The impact assessment of the dissemination and outreach activities would contribute to the successful implementation of the work plan. Thus, it is highly important that this evaluation is conducted on a continuous basis to ensure an effective impact assessment, as well as the quality of the outreach and dissemination. In this regard, the effectiveness of the dissemination and outreach activities will be monitored regularly. The evaluation can be broken down into impact measurement and monitoring, and reporting.

Qualitative indicators provide important information on the quality of the outreach and dissemination activities that have been implemented. Thus, qualitative indicators can be obtained through tools and channels such as websites or events. Websites allow for understanding of whether the content published on the website is relevant, as well as if visitors are interested in visiting the website again. Similarly, feedback from events can enable understanding of the quality of the events' organisation, relevance of the contents presented and overall satisfaction of the participants and observers.

Instruments such as questionnaires or immediate verbal feedback during events could be used to collect the necessary feedback regarding the websites and events. In this context, a specific process should be implemented to guarantee that all partners regularly indicate all dissemination and outreach activities they have carried out. Furthermore, national and regional platforms provide an important source of information to support and contribute to effective monitoring and evaluation and could be engaged with when appropriate.