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Zimbabwe Resilience Building Fund

Communications and Visibility Plan

ZIMBABWE RESILIENCE BUILDING FUND

COMMUNICATION AND VISIBILITY PLAN 2015-2017

The following document outlines the Communications and Visibility Plan for the Zimbabwe Resilience Building Fund (ZRBF) under the EU Bridging facility, based on UN/UNDP and European Union guidelines and standards.

The primary aim is to design and deliver a unique educative and interactive media and web-based communication strategy that will allow funders, stakeholders, partners, and the private sector to keep up with all current and new developments, sharing the potential benefits from building resilience in Zimbabwe, whilst clearly communicating the project's support from the European Union Delegation.

What follows is a summary of the Communications and Visibility plan for this project.

1. OBJECTIVE

The overall objective of this strategy is to raise awareness of the activities of the Zimbabwe Resilience Building Fund (ZRBF) and the European Union's vital support of the programme in Zimbabwe. The communications and visibility plan will help share key evidence and experiences gathered during the timeline of the fund's activities whilst informing interested parties and the E.U. citizenry of the European Union's contribution to the work of the ZRBF.

Sub-objectives include, but are not limited to:

- i. To communicate the objectives, intentions and results of the ZRBFs operations including the 3 components: the evidence base, the funding to strengthening resilience capacities and the crisis modifier – at a launch and other publicity generating events.
- ii. To work towards defining and operationalizing new, pertinent and

engaging information systems for ZRBF.

- iii. To build capacity among partner donors, key stakeholders and final recipients of the ZRBF to enable them to become co-contributors and important voices on the platforms that we will create to communicate and make visible this vital fund.
- iv. To provide visibility for key donors such as the E.U. in Zimbabwe and within the E.U. itself.

2. TARGET GROUPS

- a. *Within Zimbabwe:* Government institutions, Partner Donors, UN, NGOs, CBOs, Resilience Research Institutions, academia and think tanks, Community and Local Government Officials, Educational facilities, Private sector Interested Citizens, and the media.
- b. *Within the EU:* Tax Payers, Donor Agencies, Resilience Research Experts and Organizations and other Resilience Funds.

3. SPECIFIC OBJECTIVES FOR EACH TARGET GROUP

- a. *Within Zimbabwe*
 - i. Partner Donors: Keep them informed of activities being carried out and the results of the ZRBF.
 - ii. Government institutions, Partner Donors, UN, NGOs, CBOs, Resilience Research Institutions, academia and think tanks, Community and Local Government Officials, Educational facilities, Private sector Interested Citizens, and the media.
 - 1. To communicate clearly the objectives and intentions of ZRBF and share key experiences amongst participants in each of the areas where ZRBF is being implemented.
 - 2. Raise awareness of the need and importance of the creation of an evidence base as well as the activities on the ground to enhance

resilience capacities.

3. To inform the key interested parties of the contribution of the E.U. to the ZRBF.

b. *Within the EU*

- i. Raise awareness of the contribution of the E.U. to the ZRBF in Zimbabwe and share key evidence and experiences gathered during the timeline of the fund's activities.
- ii. To enhance the visibility of the E.U.'s contribution to resilience building in Zimbabwe.

4. COMMUNICATION ACTIVITIES

UNDP aims to achieve these objectives using the following five main elements:

- a. A unique logo designed specifically for ZRBF. This will be accompanied with a branding/visibility booklet that will be available to all partner and recipients of the fund.
- b. An interactive website that will carry relevant and updated information about the ZRBF.
- c. Accessible and relevant social media platforms that will allow interested parties, recipients of the fund and the citizenry of the E.U. to follow the project in 'real' time.
- d. A series of audio & visual products that document the activities funded by ZRBF and the findings of the recipients.
- e. A range of printed products ranging from banners through to promotional products that will work towards keeping the project instantly and regularly visible, incorporating the logos of key donors used as per the ZRBF Branding Guideline.

5. COMMUNICATION TOOLS

With a special emphasis on interactivity and the active promotion of information and experience sharing between all stakeholders, from donors through to recipients of this project, the overall objective of this strategy is to raise awareness of the activities of the Zimbabwe Resilience Building Fund (ZRBF) and the European Union's vital support of the programme in Zimbabwe. The outputs of this plan include but are not limited to:

- a. A logo this will be instantly recognizable and speak to the overall aims and intentions of the fund.
- b. A branding and visibility guideline booklet for partner donors, stakeholders and end recipients of ZRBF which will further confirm the visibility of the fund by detailing how key donors will be represented in conjunction with the fund through the use of their logos.
- c. A dynamic website that will host pages that will include, but are not limited to:
 - i. Key information about ZRBF,
 - ii. A page that will allow partner donors, stakeholders and recipients to exchange and share their experiences of activities carried out under the name of this fund,
 - iii. A database that will capture data about people who use the website,
 - iv. Secure pages for specific interest,
 - v. Links to other resilience building funds and key information about resilience locally, regionally and globally.
 - vi. Acceptable visibility for all partners including, for example, links to key partner donors' websites as per their communications and visibility guidelines.
- d. Current, relevant and accessible Social Media Platforms
 - i. These platforms (Twitter, Facebook) will provide key information about ZRBF in a format that is fresh, interesting and contemporary and makes the information about this fund and it's donors accessible to previously untapped demographics: *#Resilience!*

e. Audio & Visual Products

VISUAL:

- i. These are traditional tools that have been tried and tested and have been proven to be successful in publicizing funds, and the activities of donors, not only locally but globally at various platforms such as conferences, press events, key launches, workshops and testimonials of fund recipients.
- ii. Two short films to mark 2 major milestone-influenced stages in the project cycle. These stages will be negotiated with the EU, to maximize visibility, and planned to coincide with project milestones.
- iii. Examples of these moments can include the following:
 1. An opening film that explores the initiation of ZRBF, the context in which it exists and the challenges which it aims to address.
 2. A second film that can be made as a round-up of this cycle of funding that shares project successes, lessons learnt and also explores ways forward.
- iv. The UNDP currently foresees these being used as stand-alone films or edited down for use in workshops, meetings and trainings. The films can be tailored to suit the needs required through discussion between key donors and the ZRBF.

AUDIO:

Due to the recognition that there is a growing importance in the value of audio products a series of audio programmes also form part of the visibility and communication plan for ZRBF and its key donors. These programmes will mirror the information being shared visually and via the website. This will allow populations that do not have access to the visual and web-based platforms to still stay updated on key issues around the fund and the activities of its donors. These can be shared

using CDs and also via commercial and community radio stations around the country.

f. Printing Tools

- i. Traditional print will be explored through a creative and innovative approach including the following ideas, each of these print tools will incorporate key donor logos to increase visibility of these organizations:
 - Live and Interactive Billboards (billboards that elicit a response from people seeing them) in addition to traditional PVC banners.
 - The UNDP, in collaboration with partner organizations, will explore the habits of key target groups and produce printed products to cater into these specific markets.
 - A range of wearable items that will raise awareness the fund which are stylish, eye-catching and in-demand.
 - Flyers & Pamphlets: a series of provocative, innovative flyers and pamphlets that not only illustrate key information about important and pertinent aspects of ZRBF and it's key donors but also provide space for the recipients' interactivity by eliciting responses and providing rewards such as branded goods that promote the visibility of this fund, for these responses.
 - key issues of the fund and its activities and donors will also be shared through newspapers and relevant publications.

g. Branding Tools

- i. a unique and creative Brand Design will create a solid identity for the ZRBF that will supersede the standard level of corporate branding and raise the bar.
- ii. a clear brand strategy document that will outline uses and location of the fund logo as well as integration with key donor logos and placement and

size requirements will be developed.

- iii. all events, meetings & workshops will have clear guidelines to promote high visibility of the fund and its key donors.

6. INDICATORS OF ACHIEVEMENT

- a. LOGO: Designed, Approved, Delivered as per requirements.
- b. BRAND USAGE GUIDELINE BOOKLET: Designed, Approved, Delivered and proof of appropriate usage in conjunction with EU logo.
- c. WEBSITE: Record based proof that website is being utilized using platforms such as Google Analytics and sharing the database with the EU and, where relevant, other approved partners.
- d. SOCIAL MEDIA PLATFORMS: Record based proof that various platforms are being utilized using inbuilt, platform-specific reporting tools and proof that the EU logo is being utilized, where appropriate, on these same platforms.
- e. AUDIO/VISUAL PRODUCTS:
 - i. The production and delivery of two films utilizing the ZRBF and EU logos where appropriate.
 - ii. The production and delivery of a series of video excerpts from end recipients in the field.
 - iii. The production and delivery of a series of vibrant and relevant audio programmes which clearly mention the support of the EU as per relevant guidelines.

f. PRINTED TOOLS:

The timing of the delivery of printed products will be available as the timeline of activities from ZRBF becomes available. All printed communication tools will include the EU logo placed as per agreed Joint Visibility and Communications guidelines, listed in the ZRBF Branding Guideline Document.

- i. Live Billboards – the production and realization of these electronic billboards to be timed with specific milestones as per key funder’s

requirements.

- ii. The production and delivery of Printed Billboards in line with ZRBF's timing.
- iii. The production and delivery of Interactive Market Driven Print Materials
- iv. The production and delivery A Range of Wearable Items
- v. The production and delivery of Interactive Flyers and Pamphlets
- vi. The production and printing of Event Specific Advertising Based information through Newspapers and Relevant Publications

The majority of communications tools are interactive and therefore feedback from participants is built into the design of this plan.