



Communications Strategy

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1. Introduction

This document provides an overview of the Nexus Response Mechanism (NRM) Communications Strategy.

2. Background

The Nexus Response Mechanism (NRM) is a European Union-funded programme designed to operationalize what has largely been a theoretical concept through the funding and implementation of innovative, tailor-made, flexible, and rights-based activities along the humanitarian-development-peace (H-D-P) spectrum in Myanmar. The NRM's overall objective is to contribute to lasting peace and national reconciliation, security, stability and sustainable development in Myanmar by reducing vulnerabilities and building the resilience of communities affected by conflict or natural disasters. The NRM began operations in January 2020 and is slated for completion in December 2023.

3. Communications Goal

To foster and ensure broad visibility and understanding of the project, and establish the Nexus Response Mechanism as a national and global example for nexus approaches and programmes.

4. Objectives and Target Groups

Objective 1: To clearly communicate the objectives of the Nexus Mechanism

Key stakeholders (conflict-affected populations, civil society, government and implementing partners) will be effectively informed of the programme, leading to their understanding and participation.

Objective 2: To publicise key activities and impact

Throughout the programme's life cycle the NRM's activities and impact will be publicised appropriately to target audiences, with the EU's support acknowledged in accordance with the EU's visibility requirements to achieve visibility of the EU's contribution to lasting peace and national reconciliation, security, stability and sustainable development in Myanmar.

Objective 3: To establish the NRM as a platform for learning and knowledge sharing.

The NRM is a pilot project of the EU and as such, should be consistently encouraging learning through its programming and at the fund level. In addition, the NRM is prioritizing programmatic and contextual research to inform program design as well as political dialogue and advocacy. As such, the NRM will establish itself as a platform for information and knowledge sharing, both in Myanmar and globally. Information and learning documents will be produced through program partners, by the NRM FMO, and through the NRM Due Diligence and Conflict Analysis Facility.

Stakeholders and Target Groups

The NRM's stakeholders are:

- > Beneficiary communities
- > Civil society
- > The EU Delegation and other donors
- > UNOPS
- > Implementing partners
- > Government and Non-Government partners

The primary target audiences are:

- > Conflict affected populations : displaced populations, host communities, returnees, women and girls, including those from ethnic minority groups
- > General public
- > Civil society organisations (CSOs)
- > Ethnic service providers
- > Myanmar government
- > Media: editors and journalists of Myanmar and regional print, broadcast and online media
- > Diplomatic missions, cooperation organisations, and H-D-P agencies, including donors, UN, INGOs, and NGOs
- > Global practitioners, particularly those working on nexus initiatives
- > Influencers for the above audiences

5. Communications System

A—Communications Channels

- > NRM website, including sections about the nexus approach, project database, and knowledge library.
- > Social media, including Facebook account to share news and facts about the NRM
- > DDCAF, which would release (through the NRM) briefs, research reports, etc.
- > Implementing partners, who would use NRM visibility materials for their events and activities
- > NRM workshops and communication events.
- > EU and UNOPS channels (websites, social media, newsletters, etc.)
- > National and international media

B—Communications Tools

- > **Visibility budget:** all grants will contain an adequate visibility budget that, in addition to ensuring adequate visibility of EU and NRM logos, should also allow for the production of communications materials, including professional photography and videography. This may also include commissioning artwork, or other creative forms of communications. To the greatest extent possible, photographers, videographers and artists contracted as part of each grant should come from areas that the project is operating in, with an emphasis on women and other traditionally excluded groups.
- > **Photography and videography,** which should adhere to principles of ethical photography, seeking to avoid simplistic depictions of project activities and beneficiaries.
- > **Stories** about the beneficiaries and the impact of the project.
- > **Creative mediums:** in addition to the production of regular communication materials, grantees will be encouraged to use participatory communications mediums that are driven by community members and beneficiaries. This can include, for example, photo voice or art projects.
- > **Information products,** including information briefs, research briefs, research reports, etc.
- > **Knowledge sharing events,** including discussion series relating to NRM research and briefs.
- > **Banners, signs, clothing, etc** produced by implementing partners as part of project activities which should carry the NRM logo and the EU logo as per the NRM Visibility Guidelines.

C—Communications Activities

Communications activities will take place throughout the length of the fund’s operation, with the exception of some key start-up activities. They will be organized under each Objective.

Activities under **Objective 1: To clearly communicate the objectives of the Nexus Mechanism**

1.1	Develop a clear and bold design language that reflects the innovation and transformative ethos of the NRM, including logos, graphical and typographical elements, templates to be used by the NRM and its partners.
1.2	Develop and maintain an NRM website which clearly communicates the NRM’s strategy and approach, hosts key documents, and acts as a portal for greater learning about the nexus in Myanmar and globally.
1.3	Develop and publish the NRM Strategy document and the Nexus Guidelines document which explores nexus concepts and details the NRM’s programmatic approach.
1.4	Develop a set of key messages about the NRM which can be adjusted according to the target audience (beneficiary communities, civil society, international partners and donors, government).
1.5	Launch the NRM in Myanmar with an event that clearly communicates the NRM’s objectives, strategy and approach, and provides resources for engaging with the NRM.

Key Outputs under Objective 1:

1.1.1	Logo and design language
1.2.1	NRM Website
1.3.1	Nexus Strategy and Nexus Guidelines documents published
1.4.1	Sets of key messages
1.5.1	NRM launch event in Yangon, associated meetings in Naypyidaw

Activities under Objective 2: To publicise key activities and impact

2.1	Develop and maintain NRM visibility guidelines (in line with EU visibility requirements).
2.2	Develop a communications and visibility induction package for partners. Provide partners with visibility materials, including logos and templates that can be used in their projects.
2.3	Ensure each project develops an advocacy and communications plan and incorporates an adequate visibility budget. This may include the use of creative mediums for information sharing and learning. For example, projects may include funding for innovative story-telling through videos or websites. Alternatively, projects may also fund participatory MEAL methodologies that can be used for communications purposes. Special attention should be given to clear communication with communities and beneficiaries, including use of appropriate language in signage.
2.4	To support implementing partners in their communications, at periodic intervals, the NRM FMO will work with design and communications agencies to conduct story-harvesting missions and hold workshops, which can focus on issues such as ethical photography and creative story-telling.
2.5	At an appropriate moment, establish a social media presence and strategy to facilitate communication with communities and facilitate the exchange of communication materials with the partners. Project-specific #hashtags and @mentions will be developed as part of the branding package, and will be used consistently throughout the project. The programme team will provide all relevant communications materials to the EU Delegation.
2.6	Develop an information and media management system where media from projects is collected regularly and stored appropriately.
2.7	NRM regularly shares information internally within UNOPS through contributions to the internal social media platform, the monthly newsletter, participation in induction presentations, and updates to the Management Group, in alignment with the MMOC Stakeholder and Communications Management Approach.

2.8	Key international days and public launches of projects will be considered for visibility purposes and may include public speaking, social media posts, etc.
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Key Outputs under Objective 2:

2.1.1	Revised visibility guidelines
2.2.1	Communications and visibility induction package
2.5.1	Social media strategy and presence

Activities under Objective 3: To establish the NRM as a platform for learning and knowledge sharing.

3.1	Through the NRM website, establish a Learning Portal that can host informational products including research, white papers, lessons learned documents, briefs, evaluations, and other documents as needed.
3.2	Through the DDCAF, produce and publish joint assessments, response briefs, and other ad hoc research that can inform NRM and partner thinking on the NRM website.
3.3	Through the NRM FMO, ensure that each collective evaluation conducted for NRM programming also results in a public-facing lessons learned document which can inform program design for the wider community.
3.4	In collaboration and coordination with the EU, share the experiences and lessons learned of the NRM through global fora.

Key Outputs under Objective 3:

3.1.1	Learning Portal section established on NRM website
3.2.1	DDCAF joint assessments (at least 3x per year)
3.2.2	DDCAF response perspective briefs (at least 12x per year)
3.2.3	DDCAF ad hoc research (at least 1x per year)
3.3.1	Lessons learned documents (per the end of each project/program)

6. Monitoring and Evaluation

Monitoring and evaluation of the communications plan will be the responsibility of the FMO. Data will be compiled from various sources on a quarterly or semi-annual basis.

Sources

NRM visibility monitoring: to be carried out by the NRM FMO on a biweekly basis. Includes monitoring of social media and news sites in English and Myanmar language. The **visibility reporting summary** can be found [here](#).

Project reporting: as part of their semi-annual reporting, projects will report on the following:

- > Number of meetings with project beneficiaries to share information about the project/fund
- > Number of photo/video products produced and qualitative assessment of impact
- > Number of other promotional items produced and qualitative assessment of impact
- > News articles, press releases or other media released about the project.
- > Social media posts and engagements relating to the project
- > Field visits from NRM donors and UNOPS officials.

DDCAF: the NRM Due Diligence and Conflict Analysis Facility will track the number of items produced and dissemination of each product, including:

- > Briefs
- > Research pieces
- > Joint assessments

Tracking

All communications M&E will be tracked through the following tools:

- > The **communications activity matrix** can be found [here](#).
- > The **communications monitoring matrix** can be found [here](#).

7. Resources

The NRM Communications budget is currently limited due to the small size of the fund. As a result, communications functions and responsibilities will be shared across the fund. The primary responsibilities are as follows:

Senior Programme Manager: to oversee the development of all communications materials produced by the NRM, overseeing M&E efforts, and managing the DDCAF. Oversees contractors hired to produce materials for the NRM. Serves as focal point for coordination with the EU on all relevant communications matters. Has final sign-off authority on NRM-branded communications materials (in coordination with EU).

Programme Manager / Programme Management Specialist: responsible for providing guidance to partners on NRM communications and visibility guidelines, approving of partner advocacy and communications plans, and leading M&E efforts, obtaining communications materials from partners and inputting them into the information management system, and other activities as needed.

International/National interns: responsible for compiling inputs into the visibility reports and monitoring national/international media for references to INGOs. As needed, will produce communications materials for the NRM, manage social media presence, and manage information management systems.

UNOPS PMO: will provide support and guidance to NRM as needed.

Communications Officers (International / national): Depending on the growth of the NRM, the fund may need to build up a dedicated communications team that can manage the coordination of communications across programmes,

Communications retainers and agencies: to be hired on as needed basis to support the implementation of the communications strategy, develop the NRM website and other communications materials, hold workshops and lead communications missions.

The FMO currently has a communications budget of EUR 40,000 over four years. This includes a cost of approximately EUR 20,000 to produce a website and approximately EUR 8000 for design support. It is envisioned as the fund size grows and number of grants increases that the FMO will add a communications officer and appropriate resourcing on an as needed basis.

DISCLAIMER

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