



SPREP
Secretariat of the Pacific Regional
Environment Programme



COMMUNICATION AND VISIBILITY PLAN FOR PACWASTEPLUS

PROJECT TITLE:	Pacific - European Union Waste Management Programme (PACWASTE PLUS)
PROJECT REFERENCE NUMBER:	FED/2018/397-942
PROJECT TIME FRAME:	July 2018 - October 2023
PROJECT COMMUNICTAIONS AND VISIBILITY BUDGET:	\$1,730,440
CONTACT PERSONS:	Project Manager, Mr Bradley Nolan; PacWaste Plus Communication Officer, Nitish Narayan

Introduction and Scope

The Pacific-EU Waste Management Programme (PacWastePlus) is a EUR 16.5 million, 64-month project (inception, implementation and closure) funded by the European Union and implemented by SPREP. Its overall purpose is to generate improved economic, social, health and environmental benefits for PACP states arising from stronger regional economic integration and the sustainable management of natural resources and the environment.

PacWastePlus will address both the cost effective and sustainable management of waste and pollution as well as broader impacts including human health and wellbeing, climate change, disaster management, biodiversity conservation and resource recovery. Priority waste streams include hazardous wastes (specifically asbestos, E-waste and healthcare waste), solid wastes (specifically recyclables, organic waste, disaster waste and bulky waste) and related aspects of wastewater.

Countries participating in PacWaste Plus include Cook Islands, Federated States of Micronesia, Fiji, Kiribati, Republic of Marshall Islands, Nauru, Niue, Palau, Papua New Guinea, Samoa, Solomon Islands, Timor-Leste, Tonga, Tuvalu and Vanuatu.

The success of PacWastePlus requires the involvement and active participation of a significant number of parties at the national, regional and international level. This is possible only if relevant awareness initiatives are conducted, aimed at spreading the understanding of the Project's rationale, objectives and activities to key stakeholders to facilitate ownership and active participation.

Communication and visibility of the EU is a legal obligation for all external actions funded by the EU. This Communication and Visibility Plan contains the measures to be undertaken by national and regional stakeholders under PacWaste Plus to be carried out under the Pagoda Delegation agreement entrusted to SPREP.

In terms of legal obligations on communication and visibility, the measures shall be implemented by the Commission, the partner country, contractors, grant beneficiaries and/or entrusted entities. Appropriate contractual obligations shall be included in, respectively, the financing agreement, procurement and grant contracts, and delegation agreements.

It is based on the requirements outlined in the Communication and Visibility Manual for European Union External Action (January 2018). Good communications using a range of diverse channels to raise awareness and visibility will underpin the successful delivery of this Plan by not only facilitating the dissemination of the activities and results but also providing leverage opportunities for project beneficiaries and partners.

Implementation of the Plan will help to inform project partners at the national and regional level on all aspects of the project delivery, from planning and implementation to project results and outputs, giving them the opportunity to become involved in the various stages of preparation and delivery of project activities and influence the project development. This two-way process of information exchange will ensure achievement of project results, which most fully meet the needs of project stakeholders and reflect the realities of facilitating action in the Pacific region.

A- Objectives

1. Overall communication objectives

Contribute to building a healthy, economically and environmentally sustainable Pacific for future generations using a broad range of communication pathways (visibility and engagement) that promote active engagement by all relevant parties in the preparation and implementation of the PacWaste Plus project.

2. Target groups

- a) Within the country(s) where the action is implemented
 - (a) **Senior government officials, advisors and policy makers of the 15 participating countries** (Cook Islands, Fiji, FSM, Kiribati, Nauru, Niue, Palau, Papua New Guinea, Republic of the Marshall Islands, Samoa, Solomon Islands, Timor Leste, Tonga, Tuvalu and Vanuatu): This group includes individuals who are in a position to influence decision making and support development or amendment of policy and regulation. It also includes government agencies mandated to manage solid and hazardous waste, protect public health and address public health issues, protect the environment and to provide safe and environmentally sound infrastructure.
 - (b) **National Media**
- b) Within the Pacific region where the action is implemented
 - (a) **SPREP and PacWaste Plus Focal Points:** These government nominated representatives from SPREP Member countries and territories (and the 15 participating PacWaste Plus countries) play a key role in facilitating the implementation of the project and its communication objectives.
 - (b) **PacWaste Plus Steering Committee:** Comprised of the SPREP PacWaste Plus project team, RAO (PIFs) representative participating country focal points and representatives from the European Union.
 - (c) **National beneficiaries:** This group includes the general public, NGOs, the churches, the commercial sector and other community sector elements whose support and participation is critical for many components of the project.
 - (d) **Regional Media**
- c) International parties
 - (a) **Donors and multilateral agencies:** This group includes the European Union, European Commission and multilateral organisations such as Secretariat of the Pacific Community, University of the South Pacific, Forum Fisheries Association, World Health Organization, UNESCO, UNDP, Pacific Islands Maritime Association (PacMA), Maritime Transport Alliance (MTA) and bilateral organisations including Agence Française de Développement, Japan International Cooperation Agency, Australian Department of Foreign Affairs and Trade, New Zealand Aid Programme, World Bank and Asia Development Bank.

(b) **International Media**

3. Specific target groups

- a) **Individuals and organisations involved in the management of hazardous waste (asbestos, healthcare waste, e-waste):** healthcare and asbestos waste multilateral and regional agencies (SPC, WHO, ILO, MFAT, DFAT and World Bank), hospitals, universities, technical experts and contractors.
- b) **Individuals and organisations involved in the management of solid waste, including disaster waste and bulky waste:** product producers and suppliers, packaging companies, maritime and land transport, recycling organisations and companies, waste management officials and operators, community and civil society, waste pickers, universities, consultants and technical experts.
- c) **Individuals and organisations involved in waste water:** multilateral and regional agencies, including SPC, Universities, Technical experts and contractors.
- d) **Individuals and organisations involved in education, awareness and engagement:** NGOs, civil society, sporting organisations, voyaging society, school children, business, universities, communities and government (at all levels).

4. Specific objectives for each target group, related to the action's objectives and the phases of the project cycle:

Visibility

- a) To increase awareness of the PacWaste Plus project among national stakeholders (15 Pacific APC countries) and key regional parties (government and non-government organisations including CROP agencies, businesses, research organisations and waste managers).
- b) To develop knowledge and facilitate the adoption of best practice at all levels (individuals, community, business and government) in the management of hazardous and solid waste management in the Pacific region.
- c) To track the progress and impact of the project through illustrating changes from the baseline status and highlighting activities and progress over the duration of the project and documenting the results of the project.
- d) To increase the visibility of SPREP and the EU through clear branding and logo placement in accordance with SPREP guidelines and the EU Communication and Visibility requirements (EU 2018).

Engagement (Outreach, Awareness raising and Participation)

- a) To develop awareness of the risks and harmful effects from exposure to hazardous wastes (e.g. healthcare waste, asbestos and E-waste); support changes in practices in the management of hazardous materials; and foster positive change in behaviours by facilitating public involvement in integrated and sustainable solid waste management practices.

B- Communication Phases and Activities

4. Communication Phases

- a) **Inception Phase:** to establish branding and principles to be adopted throughout the project. This included establishing a branding statement and background information to be used at the end of Media Releases and reports and documents. It will also identify the key milestone activities to be implemented under PacWaste Plus and develop a reliable communication rhythm through several regular communication channels
- b) **Implementation Phase:** to deliver on the activities outlined in the PacWaste Plus communication

plan.

- c) **Consolidation and Reporting Phase:** to report on deliverables with a focus on lessons learned, impacts and results, with an emphasis on ‘before and after’.

INCEPTION PHASE	IMPLEMENTATION PHASE	REPORTING PHASE
PacWaste Plus <i>July 2018 - June 2019</i>	PacWaste Plus in Action <i>July 2019 - July 2023</i>	PacWaste Plus: Before and After <i>August 2023 - October 2023</i>

Figure 1: PacWaste Plus Communication Phases

5. PacWastePlus Logo



A logo for the project has been designed jointly by the newly recruited communications officer and design consultants, using symbology that captures the essence of the Pacific Region, including the representation of the 15 member countries and ideology based on our project work that focuses on a circular economy.

The 15 members are represented by the leaves which feature Pacific designs with the colours representing our Micronesia, Melanesia, Polynesia and Timor Leste country.

The green circular design represents not only a circular economy but also the PacWastePlus project itself that brings all member countries together to enhance waste management practices, policies and advocacy in the Pacific.

Given we wanted the logo to capture a positive notion and thoughts on the Pacific, we chose to omit the waste, hazardous waste and waste water iconography. However, the Communications Officer will use iconography whilst developing the branding and communications guidelines to reflect the 8 waste

streams. A more detailed logo user guideline will be developed over the coming weeks and reported on in the Q1 Year 2 report.

6. Branding statements and disclaimer

The EU is not responsible for the contents of communication materials prepared by implementing partners, all of which must include a standard disclaimer, translated into (the) local language(s) where appropriate. The following disclaimers must be included in all PacWastePlus visibility materials where appropriate and relevant:

- I. For publications in print or electronic format:
'This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of <name of the author/partner> and do not necessarily reflect the views of the European Union';
- II. For websites and social media accounts:
'This <website/account> was created and maintained with the financial support of the European Union. Its contents are the sole responsibility of <name of the author/partner> and do not necessarily reflect the views of the European Union'
- III. For videos and other audio-visual material:
'This <video/film/programme/recording> was produced with the financial support of the European Union. Its contents are the sole responsibility of <name of the author/partner > and do not necessarily reflect the views of the European Union.'
- IV. For Media Releases and Media Alerts (Boilerplate)
The Pacific-EU Waste Management Programme (PacWastePlus) is a EUR 16.5 million, 64-month project funded by the European Union and implemented by Secretariat of the Pacific Regional Environment Programme (SPREP) and will address both the cost effective and sustainable management of waste and pollution as well as broader impacts including human health and wellbeing, climate change, disaster management, biodiversity conservation and resource recovery. Priority waste streams include hazardous wastes (specifically asbestos, E-waste and healthcare waste), solid wastes (specifically recyclables, organic waste, disaster waste and bulky waste) and related aspects of wastewater.
- Partnership statement
- V. *The Pacific-EU Waste Management Programme (PacWastePlus) is a EUR 16.5 million, 64-month project funded by the European Union and implemented by Secretariat of the Pacific Regional Environment Programme (SPREP).*

7. How we will communicate – our principles

Effective communication is essential for the success of the PacWastePlus project achieving its set objectives. All communication activities will be conducted within the remit of the following principles:

- a) All communications should be clear, non-technical, open, effective and allow for a two-way dialogue.
- b) The tone of all communications should be consistent, honest, positive and accurate.
- c) All communications should have built in flexibility, to enable all plans and messages to develop as

the PacWastePlus project evolves.

- d) Having a clear and consistent brand identity for all communications, with which people can relate to and which will reinforce our key messages.
- e) Using and learning from published best practice material whilst making effective use of national campaign promotional material to support our messages, placing them in a national context.
- f) All communications should be delivered on time and to budget.
- g) Using environmentally friendly products to produce all campaign, communication, promotional and publicity materials where practicable and whilst maintaining value for money.

- h) All communications should follow a clear management structure and sign off system, which allows for the necessary flexibility and clarity.
- i) Being inclusive of all groups including those of a different age, gender, socio-economic, ethnic group etc. and using specific approaches and promotional materials most appropriate to their needs.
- j) Key initiatives will be supported with regular publicity to provide continual motivational boosts to encourage residents to continue to participate. The relatively high population churn in Lambeth makes this especially important.
- k) Most communications will be targeted because this approach is likely to be more cost effective in driving behavioral change. A wider range of communication tools and messages will be used where resources allow or it can be obtained free or at low cost, or through external funding.
- l) To monitor and evaluate communications and adjust where necessary.

8. Communication Activities

The following tables outline the communication activities slated for the three phases of PacWaste Plus communication. This plan is designed to be fluid, so that we can incorporate addition, ad hoc, activities when they present themselves.

PacWaste Plus Communication Activities				
OBJECTIVE 1A: To increase awareness of the PacWaste Plus project among national stakeholders (15 Pacific countries) and at a regional level across government and non-government organisations, businesses, waste managers, practitioners and workers, health and medical services, civil society and communities.				
Outcome	Activities	Audience	Indicators	Timing
The PacWaste Plus project is known to all primary target audiences.	Establish a brand, communication principles and communication channels for conveying the activities and outcomes of PacWaste Plus. <ul style="list-style-type: none"> Promotional fact sheet 	<ul style="list-style-type: none"> All primary target audiences 	<ul style="list-style-type: none"> Promotional fact sheet produced 	<ul style="list-style-type: none"> Q1/Q2 Year 1
	Activities to be implemented in Q2 Year 2: <ul style="list-style-type: none"> PacWaste Plus logo frieze Stand-up banners USBs Educational fact sheet on waste streams Videos and YouTube films PacWaste Plus website and social media Guidance Note – PacWaste Plus Communications Acknowledgement template 	<ul style="list-style-type: none"> All primary target audiences 	<ul style="list-style-type: none"> Branding designed Guidance Note – PacWaste Plus Communications developed and published on PacWaste Plus website (communication principles) Promotional products developed and distributed/operational 	<ul style="list-style-type: none"> Q2 Year 2 Q2 Year 2 Q3 Year 2

	<p>Establish regular communication activities to promote PacWaste Plus activities and outcomes.</p> <ul style="list-style-type: none"> Articles in SPREP-Tok newsletter Feature articles in SPREP website, Media Releases and radio spot on Pacific Beat 	<ul style="list-style-type: none"> All primary target audiences 	<ul style="list-style-type: none"> Communication channels established and operational 	<ul style="list-style-type: none"> ongoing
	<p>Write and distribute regular PacWaste Plus Media Releases. Support regional releases with national-tailored releases where possible.</p>	<ul style="list-style-type: none"> Media 	<ul style="list-style-type: none"> Number of Media Releases issued. Media take-up 	<ul style="list-style-type: none"> Ongoing
	<p>Write and publish a minimum of one PacWaste Plus web story per month with an emphasis on results-based impacts using storytelling.</p>	<ul style="list-style-type: none"> Media PacWaste Plus Focal Points SPREP Focal Points Donors and multilateral agencies National beneficiaries 	<ul style="list-style-type: none"> Number of web stories Website statistics 	<ul style="list-style-type: none"> Ongoing
	<p>Promote all PacWaste Plus online content through social media channels.</p>	<ul style="list-style-type: none"> Media Donors and multilateral agencies National beneficiaries 	<ul style="list-style-type: none"> Number of promotions Facebook Insights Twitter favourites, re-tweets and mentions 	<ul style="list-style-type: none"> Ongoing
	<p>Write and publish a PacWaste Plus newsletter every two months from Sept 2018 until the end of the project.</p>	<ul style="list-style-type: none"> Donors and multilateral agencies PacWaste Plus Focal Points PacWaste Plus Steering Committee Senior government officials 	<ul style="list-style-type: none"> Number of newsletters Number of recipients Feedback received 	<ul style="list-style-type: none"> Series of quarterly newsletters from Q2 Year 2 to Q2 Year 5

		and government agencies		
	Pursue opportunities for regional and national radio interviews.	<ul style="list-style-type: none"> • Donors and multilateral agencies • National beneficiaries 	<ul style="list-style-type: none"> • Number of interviews • Reach 	<ul style="list-style-type: none"> • Ongoing
	Produce materials to support waste and pollution themed international, regional and national events	<ul style="list-style-type: none"> • Donors and multilateral agencies • NGOs, schoolchildren and civil society • National beneficiaries 	<ul style="list-style-type: none"> • Circulation • Direct feedback 	<ul style="list-style-type: none"> • Q3 Year 2 and onwards
	Ensure that one PacWaste Plus story is featured in every issue of the SPREP-Tok newsletter.	<ul style="list-style-type: none"> • SPREP Focal Points 	<ul style="list-style-type: none"> • Number of stories • Reach 	<ul style="list-style-type: none"> • Ongoing
	Seek opportunities to have PacWaste Plus articles published in third party publication	<ul style="list-style-type: none"> • Donors and multilateral agencies • Senior government officials and government agencies 	<ul style="list-style-type: none"> • Number of stories • Reach 	<ul style="list-style-type: none"> • Ongoing
	Produce and disseminate an annual end of year video message following EU approval)	<ul style="list-style-type: none"> • Media • PacWaste Plus Focal Points • SPREP Focal Points • Donors and multilateral agencies • National beneficiaries 	<ul style="list-style-type: none"> • Number of views • Direct feedback 	<ul style="list-style-type: none"> • Q4 2020 • Q4 2021 • Q4 2022

OBJECTIVE 1B: 1) To develop knowledge and facilitate the adoption of best practice at all levels (individuals, community, business and government) in the management of hazardous and solid waste management in the Pacific region.

Outcome	Activities	Audience	Indicators	Timing
PacWaste Plus actions transfer know-how of best practice in hazardous and solid waste management to target audiences.	Collate and disseminate current knowledge of best practice in hazardous and solid waste management, including emerging technologies and innovation, through PacWaste Plus website	All primary target audiences	<ul style="list-style-type: none"> Uptake and adoption of best practice as reflected in traditional and social media 	Phase 2 (Implementation)
	Promote the establishment of a Community of Practice for knowledge exchange and learning	All primary target audiences	<ul style="list-style-type: none"> Participation rates Direct feedback 	Phase 2 (Implementation)
	Promote training workshops and events that feature high-profile champions to encourage positive behavior change. These will be linked to a press conference wherever possible.	All primary target audiences	<ul style="list-style-type: none"> Shift in social norms (best practice is part of business as usual) as reflected in traditional and social media Direct feedback 	Phase 2 (Implementation)

OBJECTIVE 1C: To track the progress and impact of the project through illustrating changes from the baseline status and highlighting activities and progress over the duration of the project and documenting the final results of the project.

Outcome	Activities	Audience	Indicators	Timing
PacWaste Plus project activities, impacts and results are documented and readily available.	Update the PacWaste Plus website with all new content types as they become available. Some documents may require a restricted audience and be available under a different access level on the website.	<ul style="list-style-type: none"> • PacWaste Plus Focal Points • PacWaste Plus Steering Committee • Senior government officials and government agencies • National beneficiaries • Media 	<ul style="list-style-type: none"> • All new content is uploaded within 48 hours of creation • Website statistics 	<ul style="list-style-type: none"> • Ongoing
	Produce a suite of PacWaste Plus Country Profiles (updated and revised from those produced for PacWaste).	<ul style="list-style-type: none"> • PacWaste Plus Focal Points • PacWaste Plus Steering Committee • Senior government officials and government agencies • Donors and multilateral agencies • National beneficiaries • Media 	<ul style="list-style-type: none"> • Circulation • Feedback • Downloads 	<ul style="list-style-type: none"> • By Q1 2021 • Update Q1 2022
	Establish processes for the ongoing collection and storage of images, impact quotes and data to support current and future communication activities, including after the completion of the project.	<ul style="list-style-type: none"> • Internal 	<ul style="list-style-type: none"> • Collection and storage processes documented and circulated to PacWaste team. 	<ul style="list-style-type: none"> • Ongoing

	Produce a suite of short (5 minute) PacWaste Plus in Action documentaries.	<ul style="list-style-type: none"> • PacWaste Plus Focal Points • SPREP Focal Points • PacWaste Plus Steering Committee • Senior government officials and government agencies • Donors and multilateral agencies • National beneficiaries • Media • General public 	<ul style="list-style-type: none"> • Number of views • Links/shares • Feedback 	<ul style="list-style-type: none"> • Phase 2 (Implementation)
	Produce an end of project e-publication to demonstrate PacWaste Plus project impact and results.	<ul style="list-style-type: none"> • PacWaste Plus Focal Points • SPREP Focal Points • PacWaste Plus Steering Committee • Senior government officials and government agencies • Donors and multilateral agencies • National beneficiaries • Media 	<ul style="list-style-type: none"> • Circulation • Feedback • Downloads 	<ul style="list-style-type: none"> • Phase 3 (Closure)

OBJECTIVE 1D: To increase the visibility of SPREP and the EU through clear branding and logo placement in accordance with SPREP guidelines and the EU visibility requirements.

Outcome	Activities	Audience	Indicators	Timing
The PacWaste Plus brand and EU/SPREP partnership is prominent through all project outputs.	Ensure that all communication outputs adhere to project visibility requirements specified in a Guidance Note - PacWaste Plus Communications.	<ul style="list-style-type: none"> All 	<ul style="list-style-type: none"> Level of compliance with Guidance Note – PacWaste Plus Communications 	<ul style="list-style-type: none"> Ongoing
	Develop and print PacWaste Plus printed folders in which PacWaste Plus communication materials can be distributed.	<ul style="list-style-type: none"> PacWaste Plus Focal Points PacWaste Plus Steering Committee Senior government officials and government agencies Donors and multilateral agencies National beneficiaries 	<ul style="list-style-type: none"> Distribution 	<ul style="list-style-type: none"> Phase 2 (Implementation)
	Develop and utilise PacWaste Plus -branded PowerPoint presentation and report templates.	<ul style="list-style-type: none"> PacWaste Plus Focal Points SPREP Focal Points PacWaste Plus Steering Committee Senior government officials and government agencies Donors and multilateral agencies National beneficiaries Media 	<ul style="list-style-type: none"> Usage 	<ul style="list-style-type: none"> Phase 2 (Implementation)
	Produce a suite of stand-up banners for use throughout Phase 2 communication activities.	<ul style="list-style-type: none"> PacWaste Plus Focal Points SPREP Plus Focal Points PacWaste Plus Steering Committee Senior government officials and government agencies 	<ul style="list-style-type: none"> Usage 	<ul style="list-style-type: none"> Phase 2 (Implementation)

		<ul style="list-style-type: none"> • Donors and multilateral agencies • National beneficiaries • Media 		
	Pursue opportunities for PacWaste Plus signage at project sites in-country.	<ul style="list-style-type: none"> • National beneficiaries • General public 	<ul style="list-style-type: none"> • Number of signage installations 	<ul style="list-style-type: none"> • Phase 2 (Implementation)
	Create and disseminate PacWaste Plus branded resources - such as USBs, reusable bags.	<ul style="list-style-type: none"> • National beneficiaries • General public 	<ul style="list-style-type: none"> • Distribution 	<ul style="list-style-type: none"> • Ongoing
	Create PacWaste Plus branded garment (T-shirts, polo shirts/shirts/tops/lavalava)	<ul style="list-style-type: none"> • National beneficiaries • General public 	<ul style="list-style-type: none"> • Distribution 	<ul style="list-style-type: none"> • Q2 Year 2
	Create branded PacWaste Plus uniforms for all PMU staff	<ul style="list-style-type: none"> • PMU Staff 	<ul style="list-style-type: none"> • Distribution 	<ul style="list-style-type: none"> • Q2 Year 2

OBJECTIVE 2A: 1) To develop awareness of the risks and harmful effects from exposure to hazardous wastes (e.g. healthcare waste, asbestos and E-waste); support changes in practices in the management of hazardous materials; and foster positive changes in behaviour by facilitating public involvement in integrated and sustainable solid waste management practices.

Outcome	Activities	Audience	Indicators	Timing
Target audience displays a high level of awareness and understanding of the dangers associated with exposure to hazardous waste and adopts best practice to reduce risk	Review and implement existing hazardous waste public awareness campaigns for E-waste, Healthcare waste and asbestos.	<ul style="list-style-type: none"> • Individuals or organisations involved in the purchase, management or disposal of these hazardous materials • International, regional and national governing bodies 	<ul style="list-style-type: none"> • Level of awareness of individuals at risk of exposure • Number of policies and regulations in management of hazardous materials in place or implemented by governments and businesses • Number of government and business organisations that have adopted OHS practices to reduce the risk of exposure by waste practitioners • Number of countries party to MEAs that enable the transport of hazardous materials for disposal and sale 	<ul style="list-style-type: none"> • Phase 2 (Implementation)
Target audience displays a high level of awareness, understanding and participation in sustainable waste management practices.	Develop and implement a regional community-based social-marketing campaign covering: <ul style="list-style-type: none"> • Education and Awareness • Engagement • Laws and Regulation • Compliance and 	<ul style="list-style-type: none"> • All 	<ul style="list-style-type: none"> • Rates of adoption by government, business, communities and civil society in integrated and sustainable waste management practices • Feedback from visitors and locals on the cleanliness of Pacific countries • Reporting on compliance and enforcement actions 	<ul style="list-style-type: none"> • Phase 2 (Implementation)

	Enforcement			
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9. Provisions for feedback

A range of methods will be used to obtain feedback on activities from participants. These will include surveys, media scans and analyses (including trending social media dialogue), interviews and forums, preferably pre and post activity implementation.

This will be used for independent communications reporting and for inclusion in the programmes' regular reporting to donors and partners. To monitor and evaluate communications action impacts, the project will use the following methodologies:

- **Media Trackers** - Media Trackers containing relevant URLs will be compiled to capture media coverage of Press Releases and various events related to the PEUMP programme.
- **Social Media Analytics** - Twitter and Facebook analytics assist with tracking social media content, posts, likes and followers.
- **Website** - Web statistics and counters will be used to determine site visitor numbers.
- **Attendance/Sign in Sheets** - This would capture data on the number of journalists and individuals attending Press Conferences and other media/public events.
- **Project Reporting** - PacWastePlus project reporting (Quarterly Reports, Annual Report etc) for donors.
- **Slido** - To be used as a useful tool to obtain audience and participant feedback in real time during workshops, conferences etc. when appropriate.
- **Evaluation Forms** - These will be circulated at the end of workshops and training sessions to evaluate impact and provide feedback.
- **Cloud storage** - This will be used on SPREP shared Drives and on cloud storage to archive and share information with donors and partners as needed.
- **MailChimp Surveys** - This is a useful tool which enables short online surveys to be sent out via email to garner feedback on the reach and impact of specific communications actions.

10. Human Resources

- One Full-time-equivalent (FTE) employee per week required to implement the communication activities;
- Communication Officer (FTE) will be a member of the management team responsible for communication activities.

11. Financial resources

The budget required to implement the communication activities is \$1,771,400 or 9.4 per cent of the overall budget for the action. It includes the

development and delivery of a Regional Communication Strategy, the National Education and Awareness Communication Plans, preparation and production of communication collateral, a dedicated PacWaste Plus Communication Officer, and promotion of PacWaste Plus activities. The budget costings are shown in the table below.

Activities	Budget (USD\$)
Development and delivery of a Regional Education & Awareness Plan to guide national plans <i>(includes cost for a range of collateral items purchased and provided to countries for implementation/use)</i>	\$225,000
Develop & Implement Social Marketing Campaigns	\$500,000
Communication & Visibility <i>(include exchange programmes, media, outreach activities, education & awareness etc)</i>	\$200,000
PacWaste Plus Activities <i>(include Communications and visibility actions ~2% of activity budgets for KRA 2, 3, and 4, noting KRA 1 already accounted for in the above described actions)</i>	\$190,000
Project Advocacy	\$97,400
PacWaste Plus Communication Officer	\$518,040
Total	\$1,730,440