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COMMUNICATION STRATEGY (2021-2026)

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is funded By:



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NEW ZEALAND
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SUMMARY

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GLOSSARY

AMBASSADORS: The Kiwa Initiative's stakeholders, such as donors, Pacific Island Countries and Territories (PICTs) representatives, partners, project leaders and grantees, are ambassadors for the Kiwa Initiative and help spread our beliefs, promises and values.

GRANTEES: Beneficiaries who have been funded by the Kiwa Initiative to carry out a local project.

KIWA INITIATIVE COMMUNITY: Being part of the Kiwa Initiative community means sharing common values and interests, sharing know-how, being informed, sharing learning lessons from other applicants and striving toward a common goal.

OCT: French Overseas Countries and Territories.

POTENTIAL PROJECT DEVELOPER: Potential grantee or regional project leader submitting a project.

PROJECT LEADERS: Beneficiaries who have been funded by the Kiwa Initiative to carry out a regional project.

PICTs: Pacific Island Countries and Territories.

HOW SHOULD I READ THIS COMMUNICATION STRATEGY?

Use the pictograms to find your way around the document and find out which part is likely to be relevant to you.



DONORS



PICTs REPRESENTATIVES



PARTNERS: Pacific Community (SPC), The Secretariat of the Pacific Regional Environment Programme (SPREP) and International Union for Conservation of Nature (IUCN).



GRANTEES AND PROJECT LEADERS

BACKGROUND



The challenges posed by adaptation to climate change are especially relevant in the Pacific region where sea level rise, increase of air temperature and ocean warming, among other climate impacts, are combined with stronger and more frequent climate disasters. The Kiwa Initiative, a multi-donor program, addresses this urgent situation by strengthening the climate change resilience of Pacific Islands ecosystems, communities and economies through Nature-based Solutions (NbS) that is to say by protecting, sustainably managing and restoring biodiversity. It is founded on an easier access to climate change adaptation and NbS funding for national and local authorities, civil society, international and local NGOs and regional organisations in the Pacific Island Countries and territories (PICTs), including the three French overseas territories. The Initiative provides both financial and technical support and involves a network of partners who can assist the various national and local authorities and other implementing organisations on the ground. The Initiative provides this support to PICTs so they can address climate change adaptation in a unique collaboration framework between Pacific Island Countries and French territories.

The Kiwa Initiative is exclusively committed to supporting projects using NbS to tackle climate change adaptation. The International Union for Conservation of Nature (IUCN) defines NbS as "actions to protect, sustainably manage and restore natural or modified ecosystems that address societal challenges effectively and adaptively, simultaneously providing human well-being and biodiversity benefits".

The Kiwa Initiative believes in the importance of ensuring that donor contributions are allocated in solutions that have multiple co-benefits and are cost-effective. In choosing NbS, the Kiwa Initiative makes cost-effectiveness a priority.

BACKGROUND

Announced by the President of the French Republic at the 2017 One Planet Summit and stemming from a Franco-European process, the Kiwa Initiative is launched in March 2020, four years after the signing of the Paris Agreement that recognizes the role of ecosystems in terms of climate adaptation. The Initiative is currently endowed with nearly 35 million euros¹ and is managed by the Agence Française de Développement (AFD). For the first time, it brings together the European Union, France, Canada, Australia and New Zealand.

Several new calls for project proposals will be launched in 2021, a particularly busy year internationally on the climate and biodiversity fronts, with the Biodiversity (COP 15) and Climate (COP 26) conferences and the IUCN World Conservation Congress being held.

In communication terms, the Kiwa Initiative will address challenges in various areas:

- developing its brand image;
- "make a seat" among the existing funds and programmes that are already up and running in the Pacific;
- carving out a communication niche so as to be visible and well-known;
- engaging its network of donors and partners.

The Kiwa Initiative communication strategy set out hereafter aims to enhance the Initiative's activities based on the European Union's Communication and Visibility Manual for European Union External Actions and the Kiwa Initiative indicative Communication and Visibility Plan of the Contribution Agreement between the EU and AFD as well as the Initiative logical framework.

¹ This total amount is subject to the approval of the addendum of the Contribution agreement between AFD and the European Union for the UE top-up of €4M.

COMMUNICATION APPROACH

Kiwa Initiative: sharing a common definition



This document aims at offering a common core of **definitions, mission and values** that needs to be understood and adopted by everyone and formally expressed in the **Kiwa Initiative's key messages**, which will also need to be meaningful for Pacific communities affected by climate change.

Similarly, the Kiwa Initiative strategy must be understandable and engaging in order to ensure as many quality and impactful projects as possible are submitted and then implemented.

For external communication purpose, the **Kiwa Initiative components** will be renamed as follow so as to make them more appealing:

COMPONENT A → "Local project"

COMPONENT B1 → "Technical assistance"

COMPONENT B2 → "Regional project"

COMPONENT C → "The Secretariat"

What is the Kiwa Initiative?

Key messages



- The Kiwa Initiative believes Nature-based Solutions contribute towards climate change adaptation and biodiversity preservation for the well-being of communities.
- The Kiwa Initiative provides financial and technical support to PICTs so they can address climate change adaptation in a unique collaboration framework between African Caribbean and Pacific countries (ACP) and Overseas Countries and Territories (OCTs).
- The Kiwa Initiative supports regional and local strategies of their beneficiaries in a partnership-based approach to ensure needs are met.

COMMUNICATION APPROACH

- The Kiwa Initiative facilitates an innovative community of donors, regional organisations, PICTs and NGOs whose aim is to build capacities in the PICTs and who are committed to climate change adaptation using Nature-based Solutions in the Pacific.
- An Initiative with a unique multi-stakeholders and collaborative governance structure involving donors, PICTs and regional organisations.
- The Kiwa Initiative aims at helping PICTs in implementing NbS and climate change adaptation strategies through a unique funding and project development assistance system in response to climate change emergencies.
- The main goal of Nature-based Solutions for climate change adaptation is to safeguard the well-being of communities by preserving ecosystem biodiversity and providing major co-benefits, such as health, sustainable economic development, bridging the gender gap and food security.

These key messages are detailed by target groups (see Appendix 4).

The Kiwa Initiative is an array of activities based on existing values, beliefs and networks.

The Kiwa Initiative has two features that enhance its efficiency, position and *modus operandi* based on complementary aims:

- all supported projects rely on NbS for climate change adaptation purposes and;
- the Kiwa Initiative is aligned with regional, national and local strategic frameworks and priorities to ensure an appropriate response is made to needs and provide effective technical and financial support through partnerships and projects.

COMMUNICATION APPROACH

What are the Kiwa Initiative beliefs and promises?

The Kiwa Initiative believes that **Nature-based Solutions** foster **climate change adaptation** and biodiversity conservation for the well-being of communities.

What are the values of the Kiwa Initiative?

HUMILITY – RESPONSIBILITY – SOLIDARITY – RESPECT

Values are important concepts for international public strategies and play a fundamental role in many Pacific cultures. By stating its values, the Kiwa Initiative is asserting its identity from the outset and such values drive the commitment of the Kiwa Initiative stakeholders. Donors, PICTs representatives, partners, project leaders and grantees involved in the Kiwa Initiative are ambassadors for the Initiative and help spread our beliefs, promises and values.

HUMILITY

An important value in the Pacific, underpinning the Kiwa Initiative's undertaking to listen to others (understand their needs and pay attention to feedback, etc.), work alongside others (with the appropriate authorities) rather than in isolation; and promote contributions from others, their culture and knowledge, rather than hog the limelight and impose its own work methods or culture.

COMMUNICATION APPROACH

RESPONSIBILITY

The Kiwa Initiative also upholds the value of “responsibility”, i.e., being “responsible” in terms of sustainable development, but also as a member of the global community. Climate change is a global challenge and the ambassadors of the Kiwa Initiative have a responsibility to take action.

SOLIDARITY

Partners and donors working within the Kiwa Initiative (mostly located in the regional neighbourhood) are supportive of Pacific communities and ready to respectfully assist and lend a helping hand. When grantees, project leaders, implementing partners and donors share their knowledge and experience, they are also contributing to the solidarity concept.

RESPECT

This is respect for everyone’s uniqueness, culture, skills and aspirations, whether they are supporters or beneficiaries. It also includes adopting Pacific cultural practices, such as consensus and respecting the “Pacific Way”, *Talaona* or *palabre*.

COMMUNICATION APPROACH

What is the mission of the Kiwa Initiative?

The objective of the Kiwa Initiative is to make Pacific Island ecosystems, economies and communities more resilient to the impacts of climate change.

- The Kiwa Initiative brings together donors who are committed to addressing climate change, seeking to implement innovative approaches using NbS for adapting to climate change, and who uphold values of solidarity, respect, responsibility and humility.
- The Kiwa Initiative coordinates a network of donors, national and local authorities, regional organisations, technical and scientific bodies, and NGOs involved in addressing climate change in the Pacific through NbS.
- The Kiwa Initiative enhances access to funding for rights-based, gender-sensitive and socially inclusive climate change adaptation through Nature-based Solutions for local and national authorities, regional organisations and civil society.

COMMUNICATION APPROACH

Defining a distinctive communication identity



In order to be effective and be recognised by all its stakeholders, the Kiwa Initiative must be visible and associated by them with its key areas (NbS for climate change adaptation and biodiversity) and its geographic scope of operations (the Pacific). It must also consistently offer **distinctive content through a distinctive identity, a distinctive narrative flow** (*see hereafter*).

The Kiwa Initiative must create and sustain its own communication identity based on distinctive content (i.e., NbS for climate change adaptation and its modus operandi based on cooperation between sub-regions, donors, regional organisations, OCTs and ACP as well as **values** that are a major basis for trust in Pacific communities.

The proposed communication strategy is based on 3 pillars:

- offering a distinctive content: NbS for climate change adaptation;
- demonstrating cost-effectiveness and efficiency in visible impactful projects;
- creating and engaging a Kiwa Initiative community based on shared values (*see hereafter*).

For the purpose of being effective and recognised, the Kiwa Initiative needs to take up the challenge of creating a **community** made up of its donors, partners and grantees, final beneficiaries all pursuing a common aim.

COMMUNICATION APPROACH

At the core of the communication strategy: setting up and developing a community

What do we mean by "community"?

The Kiwa Initiative seeks to bring people together around common values. Community and sharing are basic tenets of Pacific society, hence the use of the term "Kiwa Initiative community".

A community is an association of persons or organisations working together with common values and interests. The Kiwa Initiative can be thought of as a community revolves around activities, providing its members with the resources they need to act, whether they are donors, partners, project leaders or grantees.

Being part of the Kiwa Initiative community means sharing common values and interests, sharing know-how, being informed, sharing learning lessons from other project applicants and striving towards a common goal. The members of the Kiwa Initiative are also our best ambassadors to communicate and promote the Initiative.

3 STRATEGIC PILLARS will determine the range of activities:

1. Knowledge: content

This will consist of disseminating and raising awareness of Nature-based Solutions for climate change adaptation to national and local authorities, general public and to Pacific communities so as to foster their adoption in all the Kiwa Initiative's projects. In order to distinguish the Kiwa Initiative approach from that of its partners and give it added value, **the co-benefits of Kiwa Initiative funded projects for the communities** will be highlighted, such as health, disaster mitigation, food security, closing the gender gap, economic resilience. This will be the most distinctive feature of the Kiwa Initiative communications.

COMMUNICATION APPROACH

2. Cost-effectiveness and long term "efficiency": projects

Projects will be the primary Kiwa Initiative visibility vectors. Making them tangible and sharing them as signature features of the Initiative will contribute towards implementing the activities effectively. Their cost-effectiveness and long term effectiveness will also be shown to meet the expectations of the communities and the beneficiaries in various situations. As such, they will be seen to be appropriate and thus likely provide more sustainable solutions.

3. Engaging with and coordinating the Kiwa Initiative community

Facilitating and consolidating the body of donors, representatives of PICTs and partners is important in order to ensure the activity remains sustainable and involve new partners over time. Knowledge sharing, collaboration, exchange and support will occur to meet all stakeholder needs. The collaboration will also be publicised so that it can be showcased.

COMMUNICATION APPROACH

Adopting a distinctive Kiwa Initiative narrative style

A distinct storytelling approach based on the benefits for communities.

The way the Initiative is presented in different formats, whether written or audio-visual, is important. Having a distinct writing or visual style is part of achieving such a difference.

Project's impacts on communities are a key project selection criterion in the Kiwa Initiative. NbS can be used by communities to improve livelihood by nurturing a balanced, ethical relationship with nature. NbS refer to a development mechanism that generates benefits beyond biodiversity considerations and extends to social, environmental, economic, climate and health areas.

The proposed angle for telling the Kiwa Initiative story is one that **highlights the co-benefits** provided by NbS to communities beside its contribution to climate change adaptation and biodiversity management. These co-benefits could be the starting point for the storytelling and, for example, involve health, food security, economic resilience, bridging the gender gap, cyclone mitigation or disaster resilience.

Community experiences in Kiwa Initiative projects will be related, daily life on the ground depicted and the background story told. The scene will then switch to how NbS improve short and long-term conditions in terms of climate change adaptation.

The stories will track **the Initiative's progress**, as follows:

- **Year 1:** content based on local contexts, existing partnerships, the Initiative's procedures and the environmental and social issues in stake in the region.
 - *e.g., social media posts about food security following natural disasters or on practical support provided by a Kiwa Initiative partner, or posts defining Nature-based Solutions for climate change adaptation in line with the Kiwa Initiative, etc.*

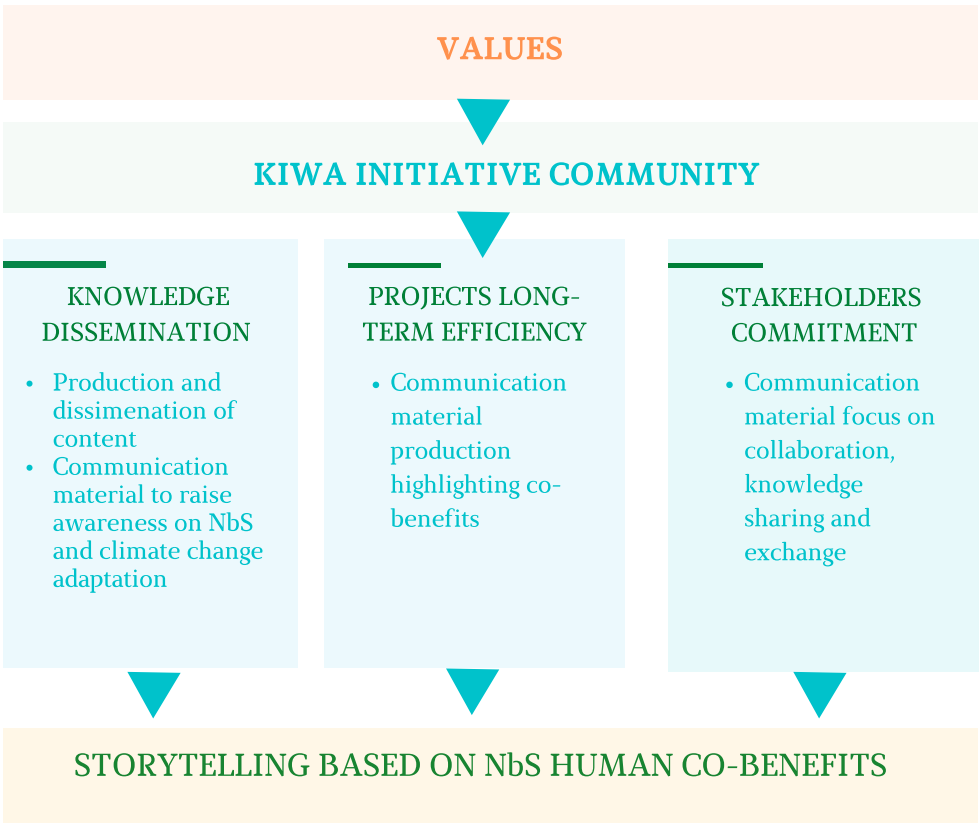
COMMUNICATION APPROACH

Adopting a distinctive Kiwa Initiative narrative style

- **Year 2:** Informative communication on NbS for climate change adaptation effectively implemented in projects on the ground, promotion of new project leaders and grantees showcasing the beneficiary communities benefiting from these new projects and testimonies from initial project leaders and grantees.
- **Year 3 onwards:** testimonies on the ground from project leaders and grantees, project outcome showcasing, communication about project impacts, objective of long-term effectiveness and accountability.

The visuals used in this storytelling must consistently feature people benefiting from natural capital. Hence, a project linked to food security based on marine resources should highlight fishermen using sustainable traditional fishing methods rather than just the reef ecosystem.

Summary of the storytelling strategic approach:



COMMUNICATION APPROACH

Setting up an umbrella communication for donors, partners and PICTs representatives



The Kiwa Initiative communication guidelines will enable the partners to communicate in accordance with predefined messaging and develop their own Kiwa Initiative communication activities. At the same time, the communication activities carried out by the Kiwa Initiative Secretariat will draw on field experiences and testimonies forwarded to it by partners.

Ambassadors: the Kiwa Initiative's stakeholders, such as donors, PICTs representatives, partners and grantees, are ambassadors of the Kiwa Initiative and help spread our beliefs, promises and values.

Partners: in addition to be ambassadors, partners (SPC, SPREP, IUCN) are the keystone of the Kiwa Initiative. They participate in the capacity building of the PICTs, and provide technical assistance to project leaders and grantees. Their role is to strengthen capacities of the PICTs in the field of NbS for climate change adaptation, to disseminate informative material on NbS, and to relay information to potential project leaders and potential grantees for the effective implementation of the Kiwa Initiative.

The Secretariat: supports AFD in the implementation of the Initiative and ensure coordination between donors, PICTs representatives, partners, project leaders dealing with communication matters. The Secretariat helps AFD in the monitoring of regional projects and is the focal point for communication.

COMMUNICATION APPROACH

A key element in this umbrella communication is the partner communication kit.

The kit is a key element of the communication strategy aimed at achieving the highest possible visibility for the Kiwa Initiative, its donors and partners.

The kit will be available in an online collaborative workspace and made up of basic communication tools designed for donors and partners, i.e., graphic charter, communication procedures (approval procedures, special acknowledgments, etc.), language guidance, Q&A, logos and rules for their use, press kits, expo banners, flyers, posters, PowerPoint templates, presentation videos, digital and print materials.

This toolkit will be developed over time by the Secretariat and the Initiative's partners. It will be available on the **community space on www.kiwainitiative.org**.

The aim is to equip all the partners and donors so that they always have material on hand for their use. These materials will enable stakeholders to advocate effectively for the Kiwa Initiative and anticipate needs on the ground.

COMMUNICATION APPROACH

Launching communication activities based on the communication identity, the « Pacific Way » and an inclusive approach.



A communication deeply rooted in the Pacific.

The communication drives and resources committed will be consistent with the strategic pillars defined above. The techniques chosen below are those with the most immediate advantages in terms of audience, added value, message dissemination and interactive quality. It will focus on visibility as much as reputation.

In terms of external communication, Pacific Island practices and habits will be targeted.

Pacific Island communities have a specific worldview in which nature plays a dominant role. Nature and culture are closely linked and human identity is connected to the land, ecosystems and other natural elements. Kiwa Initiative projects are build on Nature-based Solutions, community-based land, and coastal management, so our communication should recognize local knowledge and respect customs and traditions.

In order to prosper and develop, Pacific Island communities had to establish strong ties with nature. Isolated by the ocean, they considered nature and its biodiversity to be a life-giving source, which also forged their social, cultural and spiritual identities.

In the Pacific, nature dictates to man what he should do and the communities were able to preserve their knowledge of nature through oral tradition. Mankind and nature are inseparable.

Please consider gender-inclusive language

COMMUNICATION APPROACH

An inclusive communication

Television, radio, newspapers, magazines, the Internet, social media and other media and communication forms play an important role in influencing public opinion and attitudes. The choice of words, images and messages can determinate perceptions, attitudes and behaviours. It can also define what does or does not matter to individuals and the **word** around them. That is why respect and inclusion are priorities for the Kiwa Initiative.

To ensure inclusion:

- All communications should be developed in French and English, but also in the vernacular when necessary.
- All videos will be subtitled to allow people with hearing loss to benefit from the audio content.
- All physical events will take into account the accessibility for people **for** reduced mobility.

Avoiding bias and stereotypes in media content and communications is a critical step in achieving gender equality and social inclusion. Especially since sexist attitudes and behaviors can be conscious or unconscious.

The Kiwa Initiative communication must:

- Ensure that all imagery used in our communication strategy represents all genders equally.
- Imagery used in our products and communication materials should include equal visual representation of our different groups, cultures, ages and genders, whenever possible.
- Ensure that the imagery, graphics and content we develop do not reinforce stereotypes.

COMMUNICATION APPROACH

Communicating in the Pacific means adapting to each country and territory's unique features.

Eligible countries and territories under the Kiwa Initiative are host to a large number of cultures and languages. The media landscape and communication practices in the Pacific region are very diverse. The Kiwa Initiative community chooses to communicate in English and French, the region's most widely spoken official languages. If necessary, awareness-raising campaigns will be carried out in vernacular languages.

Traditional media (TV, radio and print press) operate alongside the Internet and mobile phones. As such, social media is very popular in most places in the Pacific, especially with young people in the Pacific. The French territories have robust infrastructure and similar lifestyles. Oral communication, however, remains the preferred medium throughout the Pacific, whether in person or by radio.

Internal communication activities and tools drives in the Kiwa Initiative community.

Internal communication mechanisms and procedures that foster commitment will need to be set up. With the Covid-19 health crisis preventing travel for the time being, preference will need to be given to electronic and digital channels initially.

COMMUNICATION APPROACH

At this stage, the following activities will be implemented:

- **Setting up a dedicated space on the Kiwa Initiative website (www.kiwainitiative.org)**
 - This password-protected space will provide downloadable Kiwa Initiative communication material and access to partner information and calendars, etc.
 - Relay to discussion and information-sharing platforms.
 - A support chat feature to meet everyone's expectations as best as possible.

- **Creating an email newsletter for donors, PICTs representatives, partners, project leaders and grantees**
 - This will aim at sharing updates on current projects as well as news from the different donors and links to external content.
 - The Initiative Secretariat will issue it on a quarterly basis using feedback from partners.

COMMUNICATION APPROACH

External communication drives

The following communication channels will be used:

- **Media relations**

[Print – radio – TV – web]

- **Digital Communication**

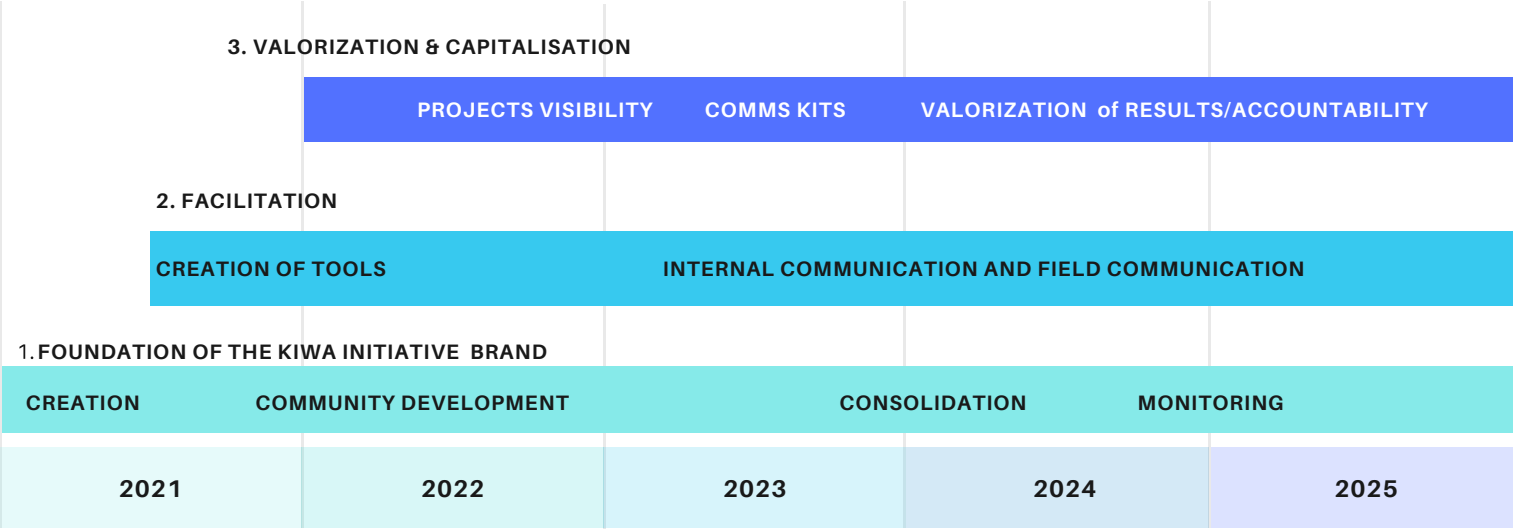
Forms of media action:

- Create a **bilingual website**: www.kiwainitiative.org;
- Set up **social media** communication channels;
- Use existing donor and partner social media;
- **Organise events and conferences**;
- **Create and produce content (articles and audio-visual material, etc.)**;
- **Use influencers.**

[All the tools are set out in appendix 1]

COMMUNICATION APPROACH

A 3-phase communication plan



Each phase will be assessed at six-monthly intervals based on Key Performance Indicators (KPI) as defined by the Kiwa Initiative logical framework and communication plan in order to evaluate tool and strategy performance and facilitate ongoing improvement.

COMMUNICATION APPROACH

Performance indicators



- **Introduce a Kiwa Initiative barometer**

The barometer will aim to measure progress on Kiwa Initiative brand recognition and the perception of Nature-based Solutions for climate change in the region. It will take the form of a survey, with 5 to 10 questions relating to Kiwa Initiative brand recognition and the degree to which NbS for climate change adaptation are understood. Questions will refer in particular to certain logical framework indicators, such as an evaluation of funding access and capacity-building activities.

The questionnaire will be developed on a six-monthly basis using social media and e-mails to Pacific stakeholders supplemented with calls to selected persons. Targets for measuring progress over a five-year period will need to be defined. **The barometer will provide an appraisal of the situation in both qualitative and quantitative terms.**

- **Visibility dashboard**

A regular visibility dashboard for the Initiative with the following features will be set up:

- **Attendance by PICTs at meetings or events.**
- **Press visibility:**
A press review system will be set up to measure the reach of Kiwa Initiative messaging and visibility in the Pacific and donor countries.
- **Social media statistics:**
Statistics relating to the number of social media content views will also be taken into account, as will the number of interactions, posts and shares and the effectiveness of social media advertising.

KIWA INITIATIVE COMMUNICATION STRATEGY – STRATEGIC FRAME

<p>WHAT IS THE ENVIRONMENT WE WILL DELIVER THIS STRATEGY IN?</p>	<ul style="list-style-type: none"> • Multiple climate change adaption funds already active in the Pacific region • An increasing media attention on climate change issues and co-benefits of NbS • A busy climate and biodiversity calendar specially in 2021 		
<p>WHAT IS OUR END OUTCOME?</p>	<ul style="list-style-type: none"> • Position the Kiwa Initiative as a trusted and active partner of Pacific Island Countries and Territories in the NbS field for climate change adaptation. 		
<p>WHO ARE THE STAKEHOLDERS WE WILL TARGET?</p>	<ul style="list-style-type: none"> • Donors and partners • Beneficiaries 	<ul style="list-style-type: none"> • Potential project developers in Pacific Region • General public Pacific Region + Europe 	
<p>WHAT ARE OUR OBJECTIVES?</p>	<ul style="list-style-type: none"> • Ensure visibility of the project and its entities • Spread NbS and climate change adaptation understanding and adoption • Implement NbS projects to strengthen resilience to climate change 		
<p>WHAT IS OUR STRATEGIC APPROACH?</p>	<ul style="list-style-type: none"> • Build a Kiwa Initiative community based on shared values and a common mission using Knowledge development and production on NbS for climate change adaptation, performance visibility and stakeholders' engagement. This position is supported by a specific storytelling based on the co-benefits of NbS. 		
<p>WHAT ARE OUR OUTCOMES TO DELIVER?</p>	<p>INCREASE NbS and ADAPTATION TO CLIMATE CHANGE KNOWLEDGE CORPUS</p>	<p>GIVE VISIBILITY TO KIWA INITIATIVE EFFICIENCY</p>	<p>ENGAGE STAKEHOLDERS IN A TRUSTED AND WIN-WIN RELATIONSHIP</p>
	<ul style="list-style-type: none"> • Production of content on NbS for climate change adaptation (all forms) • Information sharing with partners and beneficiaries • Events development • Media relations 	<ul style="list-style-type: none"> • Content development based on testimonies (video) • Social media use • Media relations 	<ul style="list-style-type: none"> • Creation of service tools: collaborative website, partner's kit • Develop dialogue opportunities • Respond to stakeholders' expectations and position the Kiwa Initiative as an added value to their specific objectives.
<p>HOW WILL WE MONITOR OUR PROGRESS AND ENSURE WE REMAIN ON STRATEGY?</p>	<ul style="list-style-type: none"> • Kiwa Initiative Barometer (semi annual) • Visibility dashboard (media – social media – content production) 		

2021 COMMUNICATION PLAN



2021 will be the year the Initiative's communication pillars were set up.

The plan will define the *modus operandi*, messaging and most appropriate methods for meeting the Initiative's objectives. The latter must be consistent, with the needs and expectations of all the stakeholders involved.

The Kiwa Initiative Secretariat could carry out a preliminary stakeholder survey covering work already undertaken, so as to identify needs and the resources that could potentially be deployed.

Objectives for 2021

The communication challenges for the Kiwa Initiative in 2021 are:

- **Promotion of the Kiwa Initiative brand, its mission, its values, its beliefs and promises:** the objectives for visibility and creating communities must be clearly set and shared.
- **Communication on the start of the first regional projects.**

2021 COMMUNICATION PLAN

Priority targets

- Potential regional project leaders such as PICT government agencies at the national level particularly Ministries of Finance, the Environment, Natural Resources, Forestry, Climate Change as well as local government bodies in the three French OCTs;
- Other potential regional project leaders such as international non-governmental organisations;
- Potential local grantees such as local civil society organisations and community-based organisations;
- Final project beneficiaries such as local communities, including traditional leaders, youth and women;
- The general public in Pacific Island Countries and Territories (PICTs);
- The general public from donor's territories;
- Grantees and project leaders for local and regional projects;
- Current donors;
- Partners (SPC, SPREP and IUCN);
- Pacific youth;
- Pacific women;
- Regional media and influencers;
- New public or private donors.

2021 COMMUNICATION PLAN

Priority action points

- **Partner and donor survey carried out by the Secretariat** identifying expectations, potential obstacles to progress and stakeholder objectives and procedures.
- **Create communication channels:**
 - The www.kiwainitiative.org website, including a relay to the collaborative area for Initiative's partners, donors and project developers;
 - Facebook pages and LinkedIn and Twitter accounts;
 - Newsletter;
 - Updated Kiwa Initiative brochure.
- **Create a communication kit for ambassadors of the Kiwa Initiative (donors, PICTs representatives, partners, project leaders and grantees)** (see above).
- **Create content:**
 - A presentation video (which will be disseminated in the communication kit as well as on digital media) to highlight the Kiwa Initiative's mission, scope and values and targeting a broad audience ranging from potential project developers to the general public in the PICTs, Australia, New Zealand, Canada, France and Europe.
 - Press material, i.e., the Initiative corporate press kit featuring the projects and events, plus press releases.
 - A Kiwa Initiative image bank.
 - Two presentations (video and editorial content) of two selected projects (agroforestry, coastal climate change adaptation, etc.).
 - Facilitate social media accounts and the website.

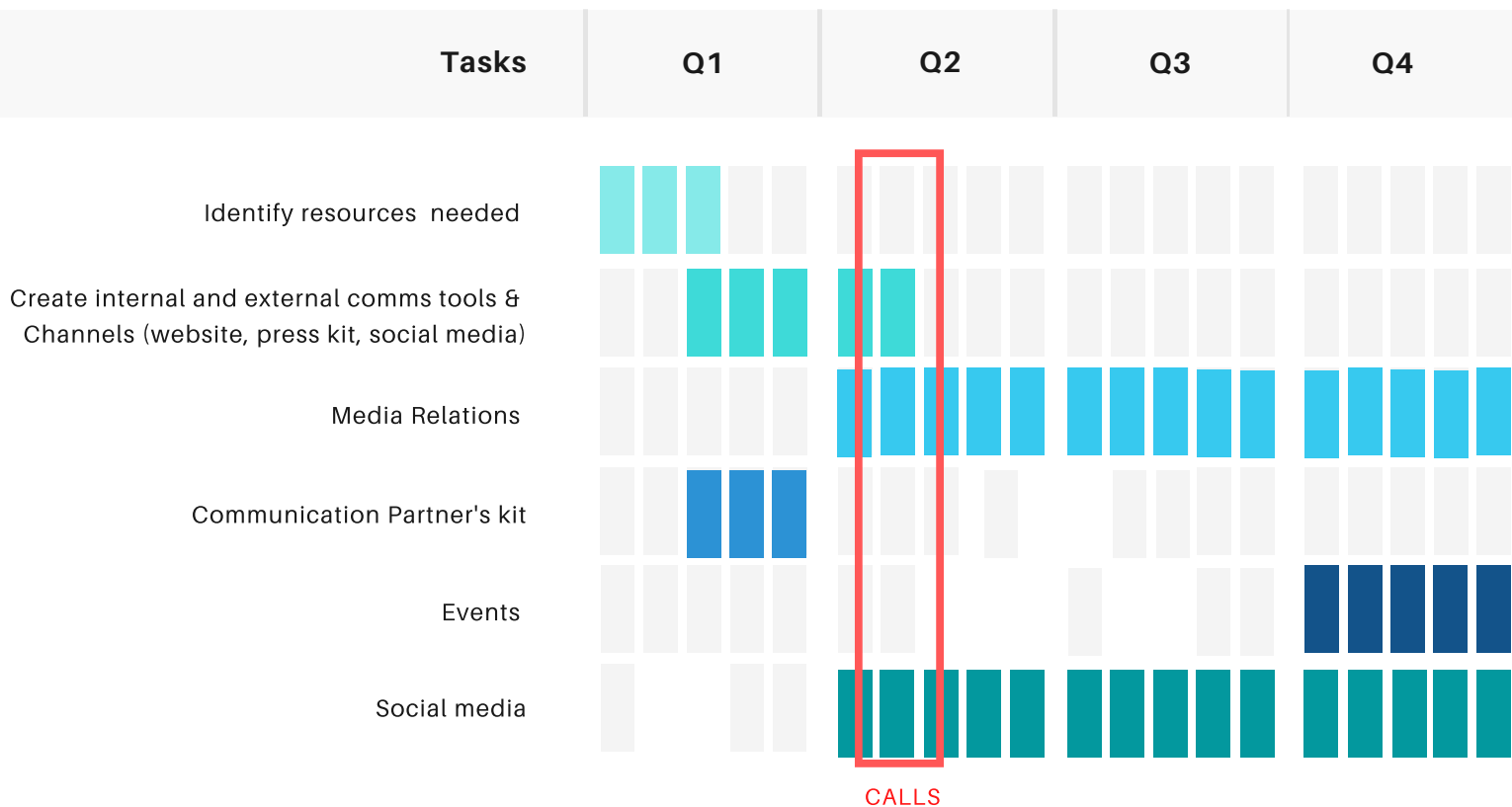
2021 COMMUNICATION PLAN

Priority action points

- **Media relations campaign:** present the Kiwa Initiative, provide assistance for calls for project proposals and present them, as well as support for presentations at climate and conservation events in 2021 (e.g., CBD COP 15, UN FCCC COP 26 and IUCN World Conservation Congress).
 - **April** – Social media publications for the launch of the calls for regional projects ideas and promote the Initiative to the eligible target groups in the region and start to build the Kiwa Initiative community.
 - **May** – present the Kiwa Initiative and its mission and opportunities (Pacific national media).
 - **June** – Support IUCN for the launch of the call for very small, small and medium local project proposals. It will be an opportunity to present globally the Kiwa Initiative. Media input will be provided regionally in eligible countries and in the donors' countries.
- **Prepare an event for late 2021-2022.** The implementation of some regional projects will start in 2021. It will be key to provide visibility to these projects throughout the region, especially for potential project developers. It will be also necessary to continue to communicate globally on the positive impacts of NbS for climate change adaptation. A 100% Kiwa Initiative event for partners and donors alongside their own events could be organized. This could take the form of:
 - A travelling photo exhibition presenting the benefits of NbS for communities. This would provide visibility to donors and partners and could include public relations operations.
 - Public meetings for the general public.
 - Media meetings (press conference, thematic breakfasts, press trips to the field etc.).
 - Contests on social media for young people.

2021 COMMUNICATION PLAN

2021 SCHEDULE



Kiwa Initiative participation and visibility during the three key events in 2021, i.e., CBD, COP15, UNFCCC COP26 and the IUCN World Conservation Congress, will also be organised with donors and partners.

APPENDIX 1



Communication options in detail

- **Media relations**

Media relations are among the most effective options for transmitting consistent and informative messages on key themes, such as the Kiwa Initiative's objectives and effectiveness, the NbS concept and its role in climate change adaptation, profiles of grantees and final beneficiaries, latest updates on the Initiative (calls for project proposals, official launches and attendance at climate biodiversity events, etc.).

This work will be carried out with media from the PICTs covered by the Kiwa Initiative and with donor's country ones. Local media such as TV and radio will be the preferred option for the Pacific region.

- **Digital Communication**

Internet is part of everyday life for most people in PICTs who have fairly easy access to local news through social media.

Two kinds of digital outreach will be carried out:

1. Set up a bilingual website, i.e., www.kiwainitiative.org.

This website will showcase all the target groups. The main focus will be on the Initiative, on how to access funding, on operations and projects and on providing key content for NbS and its links to climate change adaptation. A major emphasis will be placed on images, especially photos and videos, in which focus is put on people.

There will also be a "virtual community space" for Kiwa Initiative stakeholders, namely donors, PICTs representatives, partners, projects leaders, grantees and the Kiwa Initiative Secretariat.

APPENDIX 1

Communication options in detail

2. Social media communication channels will also be set up.

A dedicated LinkedIn page will be created for promoting the Initiative to professionals working on environmental, climate change and biodiversity conservation issues or for development agencies, national and local authorities, etc. Accounts will also be set up on Twitter for international media, government agencies and NGOs as well as on Facebook, which is the Pacific's most popular social media platform, and later on Instagram to reach out to youth.

Young people are an important target for the Initiative in its quest to raise awareness of NbS for climate change adaptation and help foster projects, as are women who also need to be reached.

Communicating on social media networks requires developing content that is very visual, compelling and conducive to interaction. Project videos and onsite photographs will be shared as well as graphic illustrations of NbS and its co-benefits such as health, disaster mitigation, closing the gender gap, economic resilience, food security. A Facebook profile filter could also be created later on along the lines of "Engaging with the Kiwa Initiative community".

These communication channels will be opened up to partners and donors so as to share Kiwa Initiative activity news with them.

Online events aimed at the general public in the PICTs and Europe could also be organised, such as technical webinars, competitions or quizzes.

In order to develop and increase the Kiwa Initiative Facebook page's visibility, an advertising budget could be allocated, especially for the first year.

APPENDIX 1

Communication options in detail

- **Events and conferences organisation**

The best way to communicate with Pacific communities is to reach out to and meet them. While emphasis will be placed on projects communication on the ground, the Initiative may also organise its own events, such as a travelling photo exhibition in the Pacific Islands on the benefits of NbS for Pacific Island people in terms of climate change adaptation in their daily lives or a photo or video contest on social media for young people.

Kiwa Initiative attendance at climate and biodiversity conferences will also be opportunities to promote and share about the Kiwa Initiative through photo exhibition booths and press conferences.

- **Content creation and production (articles and audio-visual material, etc.)**

In keeping with the proposed storytelling approach, testimonies will be the preferred means of explaining climate change adaptation through Nature-based Solutions and Kiwa Initiative activities. Content will also include feature articles and Initiative presentation materials with an emphasis on photos and videos for social media postings. The content could be created in partnership with media outlets, e.g., Kiwa Initiative podcasts offered to RNZ or RFI.

- **Using influencers**

Having personalities, influencers, and community champions promote key issues and raise NbS awareness for climate change adaptation is an effective way of communicating in the Pacific, whether they are sports or cultural celebrities. It will be useful to explore this type of communication and identify advocates to champion communication drives in Year 2. Videos showing projects, teasers and posters will be produced and press coverage provided in Pacific media.

APPENDIX 2



Implementation of the communication plan

In order to achieve its objectives and ramp up the messaging, the communication plan will focus on partners' strengths and specific expertise.

Analysis of the Kiwa Initiative's community communication channels

	PILLAR 1 RAISE AWARENESS AND KNOWLEDGE ON NBS	PILLAR 2 LONG-TERM EFFECTIVENESS AND COST-EFFECTIVENESS	PILLAR 3 COMMITMENT
Kiwa Initiative Secretariat	<ul style="list-style-type: none"> • Social media & media relations • Web and digital information • Video 	<ul style="list-style-type: none"> • Media relations & social media • Video and testimonies 	<ul style="list-style-type: none"> • Newsletter • Web • Internal communication • Community management of the Kiwa Initiative Community • Contests
Donors as ambassadors	<ul style="list-style-type: none"> • Media relations • Events • Twitter 	<ul style="list-style-type: none"> • Media relations • Events • Twitter, LinkedIn and Facebook 	<ul style="list-style-type: none"> • Social media
PICTs representatives	<ul style="list-style-type: none"> • Institutional website and digital information (articles, publications) • Include NbS in talking points when it is relevant 	<ul style="list-style-type: none"> • Events • Social media • Emailing • Include the Kiwa Initiative in talking points when it is relevant 	<ul style="list-style-type: none"> • Articles • Institutional social media

APPENDIX 2

	PILLAR 1 RAISE AWARENESS AND KNOWLEDGE ON NBS	PILLAR 2 LONG-TERM EFFECTIVENESS AND COST-EFFECTIVENESS	PILLAR 3 COMMITMENT
SPC	<ul style="list-style-type: none"> • Social media (Twitter, LinkedIn, Facebook, Instagram) • Events • Regional and international networks • SPC Kiwa Initiative webpage (on SPC Website, incl. publication of digital information documents/Articles) • Workshops • Webinars 	<ul style="list-style-type: none"> • Social media (Twitter, LinkedIn, Facebook, Instagram) • Events • Media relation • Regional and international networks • SPC Kiwa Initiative webpage (on SPC Website) • Digital information documents/Articles • Workshops 	<ul style="list-style-type: none"> • Social media (Twitter, LinkedIn, Facebook, Instagram) • SPC Website • SPC Intranet • Emailing • Digital information documents/Articles
SPREP	<ul style="list-style-type: none"> • Events & Twitter • Social media • SPREP Kiwa Initiative Webpage • Website • Webinars • Workshops • Regional and International network • Publication of digital information 	<ul style="list-style-type: none"> • Events • Twitter • Facebook • Webinars • Emailing • Digital information, documents/articles • Workshops 	<ul style="list-style-type: none"> • Social media • SPREP Website • Circulars • Emailing • Digital information, documents/articles
IUCN	<ul style="list-style-type: none"> • Social media • IUCN Kiwa Initiative webpage • Media relations • Influencers • Brochures • Workshop • Webinars 	<ul style="list-style-type: none"> • Social media • Media relations • Video content • Webinars • IUCN Kiwa Initiative Webpage 	<ul style="list-style-type: none"> • Social media • Website • Digital information/articles • Internal communications • Newsletters

APPENDIX 2

	PILLAR 1 RAISE AWARENESS AND KNOWLEDGE ON NBS	PILLAR 2 LONG-TERM EFFECTIVENESS AND COST-EFFECTIVENESS	PILLAR 3 COMMITMENT
AFD	<ul style="list-style-type: none">• Events• Social media• Website• Media relations	<ul style="list-style-type: none">• Media relations• Events• Twitter, LinkedIn and Facebook	<ul style="list-style-type: none">• Social media• Website• Digital information/articles• Internal communications

APPENDIX 3



Communication governance

The **communication strategy governance** is as follows:

1. A communication strategy shared with all the stakeholders.
2. Implementation of a strategy monitoring system through regular meetings between communication representatives of each donor and partner.
3. Where and when appropriate, parts of the Kiwa Initiative communication strategy may be changed.

Coordination of implementing partner's communication activities

The financing agreements between AFD and IUCN, SPC and SPREP specify that all these (implementing) partners will implement the global communication and visibility plan and their own communication plans.

The Kiwa Initiative's Secretariat is responsible for the implementation of the Kiwa Initiative communication strategy and tasked with providing communication guidelines to the Kiwa Initiative's partners as well as support with communication tools and addressing specific needs, such as setting up information channels with donors and defining the areas to be handled by technical committees (Technical Task Force).

The Secretariat also supports AFD in the elaboration of semi-annual and annual communication reports based on the information provided by partners.

In addition, the partners in charge of this support, SPC and SPREP are greatly recognized by the institutions with which they maintain constant contacts at the highest levels. Moreover, their knowledge in technical terms and research has the confidence of all. They have their own networks and their own way of communicating. That is why each partner will develop its own communication plan in order to reach its targets in the best possible way, through the existing communication and information distribution channels. Valuing their contribution but also allowing partners to take an active part in communication contributes to the reputation of the Kiwa Initiative while multiplying opportunities for visibility with high-level targets in particular.

APPENDIX 3

Communication governance

Project communication

Local projects and IUCN's technical assistance

IUCN will be the focal point for the grantees. IUCN will forward the welcome pack and communication kit and report on communication work to the Secretariat's communication unit. In its six-monthly progress and financial reports, IUCN will report to AFD and the Secretariat on the communication activities carried out by IUCN and the project owners.

IUCN will be the technical focal point and ensure that the projects' messaging is in line with the main Kiwa Initiative issues. IUCN will be responsible for ensuring compliance with the Kiwa Initiative's communication guidelines (described in the Kiwa Initiative guidelines manual - handbook-) in project and IUCN communication.

Regional Projects

A communication focal point will be appointed within each regional project and liaise directly with the Secretariat's logistic and communication officer.

The Secretariat is responsible for maintaining compliance with the Kiwa Initiative's communication rules in the projects' and its own communication. To achieve this objective, exchanges between the Secretariat and beneficiaries will be organised on a regular basis and partners beneficiaries will have to report on a semi-annual basis to AFD and the Secretariat on their communication activities.

Technical Assistance

SPC and SPREP will hold meetings through the technical task force to ensure that scheduled communication activities are carried out as effectively as possible.

Each of the partners develops its own communication plan.

APPENDIX 4



Messaging framework

1. Analysis of the target groups

The purpose of target group analysis is to identify relevant groups, their characteristics, and the resources each group can access with a view to eliciting and maintaining desired behaviour.

Different communication strategies, messaging and dialogue content will be needed so as to address project objectives for each group.

The objectives and information from the situation analysis will determine who the target groups for the communication should be. These target groups will have different expectations of the Kiwa Initiative. Who are they? What are their expectations? What are the expected behaviors from these targets?

TARGET GROUPS	EXPECTATIONS	HOW CAN COMMUNICATION SUPPORT THIS?
Potential regional project leaders such as PICT government agencies at the national level particularly the Ministries of Finance, the Environment, Natural Resources, Forestry and Climate Change as well as local governments in the three French OCTs	<ul style="list-style-type: none">• View NbS for climate change adaptation as an important response to climate change• Effective application• View the Kiwa Initiative as a trusted, effective partner in climate change adaptation• View the Kiwa Initiative as an accessible and appropriate programme for their context, resources and needs• Be accountable to donors and partners• Commitment	<ul style="list-style-type: none">• Present the Kiwa Initiative in the media and at international and local events• Showcase the Kiwa Initiative at political and government events (through consulates, ambassadors, regional organisations and political climate and environment summits)• Highlight the long-term effectiveness and cost-effectiveness of Kiwa Initiative projects• Develop content

APPENDIX 4

TARGET GROUPS	EXPECTATIONS	HOW CAN COMMUNICATION SUPPORT THIS?
<p>Other potential regional project leaders such as international non-governmental organisations</p>	<ul style="list-style-type: none"> • Awareness of NbS and co-benefits of NbS (such as gender equality, food security, disaster mitigation, health, economic resilience) • Climate change adaptation awareness • View the Kiwa Initiative as a trusted and effective partner • Be an ambassador for Kiwa Initiative activities: cooperate, communicate • Knowledge of eligibility criteria • Commit to Kiwa Initiative values and mission • Be accountable to donors and partners • Commitment 	<ul style="list-style-type: none"> • Present the Kiwa Initiative in the media, at international and local events and in Press Relations (PR) activities • Develop and disseminate content • Achieve visibility for final project leaders recipients and the benefits of working with the Kiwa Initiative in order to inspire this target audience
<p>Potential local project grantees such as local civil society and community-based organisations</p>	<ul style="list-style-type: none"> • Awareness of NbS and co-benefits of NbS (such as gender equality, food security, disaster mitigation, health, economic resilience) • Climate change awareness • View the Kiwa Initiative as a trusted and effective partner • Knowledge of eligibility criteria • Commit to Kiwa Initiative values and mission • Be accountable to donors and partners • Commitment 	<ul style="list-style-type: none"> • Present the Kiwa Initiative in the media, at international and local events and in PR activities • Develop content on NbS and co-benefits of NbS • Achieve visibility for final grantees recipients and the benefits of working with the Kiwa Initiative in order to inspire this target audience • Achieve visibility for existing projects

APPENDIX 4

TARGET GROUPS	EXPECTATIONS	HOW CAN COMMUNICATION SUPPORT THIS?
<p>Final project beneficiaries such as local communities, including traditional leaders, youth and women</p>	<ul style="list-style-type: none"> • Awareness of NbS and co-benefits of NbS (such as gender equality, food security, disaster mitigation, health, economic resilience) • Awareness on climate change adaptation • Commitment • Being an ambassador for Kiwa Initiative activities: cooperate, communicate 	<ul style="list-style-type: none"> • Develop content for heightening awareness of the NbS for climate change adaptation concept • Develop events and contacts for initiating dialogue with communities • Achieve visibility for project owners and beneficiaries in the communication action plan • Promote the Kiwa Initiative through specific social media platforms, websites and local media
<p>General public in the Pacific Island Countries and Territories</p>	<ul style="list-style-type: none"> • Commitment • NbS awareness and co-benefits of NbS (such as gender equality, food security, disaster mitigation, health, economic resilience) • Climate change adaptation awareness • Being inspired and strengthened to play a role back home related to NbS and climate change adaptation 	<ul style="list-style-type: none"> • Create Initiative brand recognition • Promote projects, their long-term effectiveness and their cost-effectiveness by storytelling • Provide guidance in using understandable language in appropriate communication channels • Promote the Kiwa Initiative through specific social media platforms, websites and local media • Communicate about youth contest winners • Regional influencers, sports and cultural celebrities, champions, youth leaders

APPENDIX 4

TARGET GROUPS	EXPECTATIONS	HOW CAN COMMUNICATION SUPPORT THIS?
<p>General public from donor's territories</p>	<ul style="list-style-type: none"> • NbS awareness • Climate change adaptation awareness, especially in the Pacific • Awareness of donor's climate change adaptation activities in the Pacific • Commitment 	<ul style="list-style-type: none"> • Media relations focused on NbS for climate change adaptation and Kiwa Initiative activities and mission • Attendance by the Kiwa Initiative at major international events • Social media
<p>Grantees and project leaders for small, medium, local and regional projects</p>	<ul style="list-style-type: none"> • Be an ambassador for Kiwa Initiative activities: cooperate, communicate • Be accountable to donors and partners • Commitment • Awareness of NbS concrete implementation and co-benefits of NbS (such as gender equality, food security, disaster mitigation, health, economic resilience) • Climate change adaptation awareness • View the Kiwa Initiative as a trusted and effective partner • Commit to the Kiwa Initiative values and mission 	<ul style="list-style-type: none"> • Partners and the Secretariat give access to the Kiwa Initiative community space (event calendar, tools, rules) • Develop content to explain NbS for climate change adaptation and co-benefits of NbS • Achieve visibility for the projects and share about them • Access to communication kit • Specific and engaging content on the Kiwa Initiative website

APPENDIX 4

TARGET GROUPS	EXPECTATIONS	HOW CAN COMMUNICATION SUPPORT THIS?
<p>Current donors</p>	<ul style="list-style-type: none"> • Visibility for their funding of NbS for climate change adaptation and co-benefits of NbS (such as gender equality, food security, disaster mitigation, health, economic resilience) • Promote the Kiwa Initiative as ambassadors • Be part of the Kiwa Initiative community 	<ul style="list-style-type: none"> • Logo visibility • Access to the Kiwa Initiative community (website, sharing) • Acknowledgment in all communication activities and products • Project panels • Digital communication visibility, links to their websites and/or social media channels • Provide a Kiwa Initiative communication kit • Public Relations operations (events)
<p>Partners (IUCN, SPC and SPREP)</p>	<ul style="list-style-type: none"> • Obtain funding to implement projects • Provide assistance to potential project leaders and grantees recipients • Ensure compliance with the communication strategy and visibility rules by regional project leaders and grantees recipients • Promote the Kiwa Initiative to their members • Achieve visibility for their actions on the ground • Enhance NbS knowledge and visibility • Be part of the Kiwa Initiative community 	<ul style="list-style-type: none"> • Provide access to the Kiwa Initiative community with added value (website and social media, etc.) • Logo visibility • Clear rules about donor and partner visibility • Project panels • Digital communication visibility, links to their websites and/or social media channels • Provide a Kiwa Initiative communication kit • Public relations operations (events)

APPENDIX 4

TARGET GROUPS	EXPECTATIONS	HOW CAN COMMUNICATION SUPPORT THIS?
<p>Partners (IUCN, SPC and SPREP)</p>	<ul style="list-style-type: none"> • Support PICTs’ participation in major international and regional events (e.g., UNFCCC COP, WCC) in consultation with the Secretariat to promote the Kiwa Initiative and disseminate results and lessons learned • Prepare communication materials to showcase and disseminate results and lessons learned in coordination with the Kiwa Initiative Secretariat and Information, Communications and Knowledge Management • Commitment 	
<p>Pacific Youth</p>	<ul style="list-style-type: none"> • Climate change adaptation awareness • NbS awareness • Take part in NbS for climate change adaptation activities and events • Be inspired and to influence change • To get support for change • Commitment • Become future NbS for climate change adaptation advocates in their region • To be a potential project developer 	<ul style="list-style-type: none"> • Develop interactive content on social media (contests, etc.) • Attend and organise events • Influencers program • Sponsorship of appropriate youth events • Achieve visibility for youth on the website (photos, videos, projects)

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TARGET GROUPS	EXPECTATIONS	HOW CAN COMMUNICATION SUPPORT THIS?
Pacific Women	<ul style="list-style-type: none"> • Climate change adaptation awareness • NbS awareness • Take part in NbS for climate change adaptation activities and events • Empower women in NbS for climate change adaptation projects • Be inspired • Commitment • To be inspired by other women • To connect to other inspiring women • To be a potential project developer • To get support for change 	<ul style="list-style-type: none"> • Develop NbS for climate change adaptation content • Organise events • PR for the Kiwa Initiative with regional women’s associations • Social media • Media relations • Provide visibility for women on the website (projects, news, photos and videos)
Regional media and influencers	<ul style="list-style-type: none"> • Follow Kiwa Initiative news • Contribute to NbS for climate change adaptation awareness • Engage in the mission • Commitment • Lobbying for NbS 	<ul style="list-style-type: none"> • Organise press events (workshop, press conferences and project tours, etc.) • Grant access to projects • Influencer programme
New public and private donors	<ul style="list-style-type: none"> • Seeking visibility for their potential funding of NbS for climate change adaptation and co-benefits of NbS (such as gender equality, food security, disaster mitigation, health, economic resilience) • Facilitate the Kiwa Initiative through funding • Promote the Kiwa Initiative as ambassadors • Be part of the Kiwa Initiative community • Commitment 	<ul style="list-style-type: none"> • Create Initiative brand recognition • Logo visibility for current donors • Acknowledgment of most communication activities • Project panels • Digital communication visibility, links to their websites and/or social media channels • Provide a Kiwa Initiative communication kit • PR operations (events)

APPENDIX 4

Messaging framework

2. Tailoring messages to suit target groups

The Kiwa Initiative’s messaging will be tailored to suit each target group and the context of each targeted location in the Pacific.

Framework dedicated to general public in the Pacific

	OBJECTIVES	TAILORED MESSAGES	RECOMMENDED COMMUNICATION TOOLS
Pacific Youth	<ul style="list-style-type: none"> Raise awareness of NbS for climate change adaptation 	<ul style="list-style-type: none"> NbS are an investment for the long-term [your future] but can also have benefits in the short term [examples] The voice of youth should be heard in the right places Participate in youth led events and fora Young people have the power to create change [innovation and creativity] Embracing and learning from culture and tradition 	<ul style="list-style-type: none"> Videos/film Youth Parliament submission NbS related art/photography competition etc. Connection with Youth Networks in region and nationally - include faith based youth groups as well as climate change groups focused on resilience and climate change adaptation Social media

APPENDIX 4

Messaging framework

	OBJECTIVES	TAILORED MESSAGES	RECOMMENDED COMMUNICATION TOOLS
Pacific Women	<ul style="list-style-type: none"> • Raise awareness of NbS for climate change adaptation • Empower women in NbS for climate change adaptation projects 	<ul style="list-style-type: none"> • NbS are an investment for the future [children/grandchildren] • NbS value lessons from tradition and culture • Women have the power to create lasting change [through children, organised groups, reviving and maintaining cultural practices that value nature] • Funding and assistance is available through the Kiwa Initiative for local NbS initiatives [criteria, eligibility, requirements] • Contact persons and organisation in each country 	<ul style="list-style-type: none"> • Videos/film • Testimonials from other women [news stories, website, FB] • Identify and connect with women's networks in country including graduate women as well as community and church/faith-based groups] • Media relations • Social media
Customary people	<ul style="list-style-type: none"> • Raise awareness of NbS for climate change adaptation and their co-benefits 	<ul style="list-style-type: none"> • The value of land, water, soil, forest as a provider of goods and services • How NbS can help alleviate natural resources degradation 	<ul style="list-style-type: none"> • Videos • Testimonies • Meetings