



ONE UN COMMUNICATION 2010 STRATEGY AND PLAN

The 2010 One UN Communications strategy and work plan is developed within the context of the agreed 2006-2010 objectives for the team, as listed below.

Communication context for 2010

In 2010, the One UN Communications Team will be working at its full strength under the revised structure. Following the implementation of all changes recommended by the HR interagency working group¹, the team will work under a single management in three main teams: 1) Advocacy, media and external relations; 2) Publications, design and online; 3) Cross-agency support. In addition, under the leadership of the Communication Manager the team will work together on internal communication and capacity building.

With the One UN initiative in Viet Nam in its fourth year, the One Plan (2) in existence since 2008 and the Programme Coordination Groups in function for the past 16 months, there is a growing demand for strong communication on actual development results. In the early days of UN reform the majority of communication focused on the reform process and results achieved. For the remaining period of the One Plan (2010-2011) it is important to better document how the UN in Viet Nam is making a difference for Viet Nam and its people. Stories from the field and reporting on results are needed to better profile the work of the UN in Viet Nam, and to tell the success story of reform.

This year will see several events and processes that will both provide input for communicating on results, and at the same time will drive the demand for more stories and reports on results. These events and processes will determine a large part of the communications agenda for the UN in Viet Nam, including: the One UN Conference in Hanoi, the SEDP/S planning process, the Country Led Evaluation and the Joint Country Analysis.

Objectives 2006-2010:

A joint, collocated communications team, combining the strengths and diverse capacities of staff members from UNFPA, UNDP, UNICEF, UNAIDS, UNV and externally funded staff to:

1. Serve the UN in Viet Nam with strategic joint communications that will raise awareness in Viet Nam on key development issues based on the One Plan, and highlight the support provided by the UN to Viet Nam's socio-economic development
2. Support the DaO process in Viet Nam through the expression and promotion, both internally and externally, of a united UN
3. Achieve the communications goals set for the individual agencies participating in the team while aiming at joint and integrated communications

Upon completion of the One UN House:

4. Help establish the UN as a centre of excellence [resource centre – web-based and publications] on development issues in Viet Nam

Focus areas:

The One UN Communications Team will work under four focus areas during the initial phase. When the team is established more firmly [and the One UN House is a fact], a fifth focus area will be considered.

1. Advocacy, media and external relations
2. Publications, design and online
3. Internal communications
4. Capacity building (internal and external)
(Second phase – upon completion of One UN House)
5. Knowledge management – UN Resource Centre

¹Interagency HR working group established in 2008 with participation of HQ/DHR from UNDP, UNICEF and UNFPA

Key communication directions for 2010

The aim for 2010 is to strengthen and improve communication in the following areas:

- **Joint, strategic communication:** More pro-active and joint communication on UN-wide issues, based on an agreed set of key priorities issues for public and policy advocacy. This will also include agency-specific needs for communication support, where the team will continuously look for coherence and integration;
- **Telling the story:** stronger communication on development results and how the One UN in Viet Nam is making a difference for Viet Nam and its people; and
- **Internal communication:** Expand the support to the UNCT in internal communication in the context of the upcoming change management strategy.

In addition, we would like to see:

- A more prominent role for the One UN Communications Team to play in areas that relate to the fields of media and information development in Viet Nam – such as the Law on Access to Information and the Press Law.
- Better integration of agency specific communication needs in the joint communication plan. This includes ongoing routine communication support (writing and editing of press releases and speeches, website(s) management, media networking etc) to UNCT/RC(O) and participating agencies, which is most of the time ad-hoc and reactive, rather than pro-active. It is important, however, that key agency specific events and milestones will be integrated into the joint plan and strategic and timely communication planning will take place.

THE TEAM: HR, LEARNING AND FUNDING

In 2010, the last remaining HR recommendations will be implemented with the roll-out of the UNFPA performance assessment system (PAD) for all staff members in the team. This will ensure a common performance assessment. UNFPA HQ will provide the necessary support to the roll-out in the early part of the year.

In addition to the evaluation of One UN Communication (“One Voice”) as included in the Country Led Evaluation, at the end of 2010 it is planned to evaluate the HR structure of the team with the involvement of the HQ HR working group and DOCO.

During the year, the team will continue to reflect on their own change process during mid-year and end-year retreats. There will also be a continued effort to build the capacity of all team members to be better equipped to perform the required tasks. In early 2010 there will be training on gender and media.

To ensure the sustainability of the team, funding will need to be secured for 2010-2011 to cover operational and activity costs. In consultation with the Management Board and RCO a fundraising strategy will be mapped out and implemented.

One UN Communications Plan 2010

Based on the above outlined directions, the 2010 plan has three main components:

1. UN-Wide Advocacy and Communication
2. One UN External Communication
3. One UN Internal Communication

Specific objectives 2010:

- **UN-Wide Advocacy and Communication** – To serve the UN in Viet Nam with strategic and effective communications that will raise awareness in Viet Nam on key development issues (based on the One Plan) and the MDGs and highlight the support provided and results achieved by the UN to Viet Nam's socio-economic development.
- **One UN External Communication** – To support the One UN Initiative in Viet Nam by ensuring a regular communication flow with key partners and stakeholders in and outside the country; communicating the achievements of the initiative to relevant audiences; supporting the expression and promotion of a united UN; and supporting dialogue with key stakeholders.
- **One UN Internal Communication** – To support the One UN Initiative in Viet Nam and its Change Management strategy with a strong and effective information flow to all UN staff in Viet Nam on the reform process and to promote wide engagement and involvement of staff in the process.

1. UN-wide advocacy and communication:

To serve the UN in Viet Nam with strategic and effective communications that will raise awareness in Viet Nam on key development issues (based on the One UN Plan) and the MDGs and highlight the support provided and results achieved by the UN to Viet Nam's socio-economic development.

The One UN Communications Team will continue to support the advocacy efforts of the UN Country Team. This will be done by identifying UN-wide priority issues and messages, and then building a communications strategy to support these issues. Some of these issues have already been identified by the UNCT and some PCG. These issues are (and should be) linked to the One Plan and are issues that all UN agencies can identify with.

During 2010-2011, advocacy issues should mainly be centred around three key themes:

- Equity and disparity reduction
- Sustainability
- Giving voice

In 2010, the One UN Communications Team will specifically work on the following:

I. POLICY ADVOCACY ISSUES

The UNCT has agreed on a set of ten priority policy advocacy areas (see annex) which can be used to influence policy development and decision making – in particular focused on influencing the SEDS/P.

As a start, the communications team will develop short briefs, talking points and Q&As for these ten issues in close consultation with the relevant PCG. This material will include key messages, key data and key UN recommendations. It can be used by UN staff when interacting with policymakers,

counterparts, development partners, donors and media, such as in meetings, debates, presentations, speeches and press releases.

As a start, a postcard booklet will be developed and disseminated to all stakeholders, with 12 policy advocacy messages included. This will be distributed as a Tet greeting from the UN Country Team.

Other products such as pocket cards will also be considered. Individual team members will be assigned responsibility for updating each of the ten issues and supporting material, as and when new facts/data become available, in consultation with RCO.

II. PUBLIC ADVOCACY ISSUES

In 2010, the team would also like to be able to develop two to three public advocacy themes which can be used to raise public awareness. The aim can be to either gain public support (or demand) for a change/development [e.g. *in the area of health reform, anti-corruption*], or to encourage social change [e.g. *road safety, hygiene practices, domestic violence, HIV discrimination*]. If possible, these public advocacy issues should be linked to the agreed policy advocacy issues.

Once these issues have been agreed (by the UNCT?) the One UN Communications Team can proactively plan and implement (with the relevant agency or PCG) communication activities to support this public advocacy. As a minimum, the team will develop key messages and proof points for the priority themes, as much as possible integrate the key messages in all public communication material (speeches, press releases etc), and develop a media strategy (features, op-eds, human interest stories, interviews, briefings, field trips) to support these messages. Other activities (action day /month, exhibitions, lectures) can also be looked at if time and resources are available. This will be based on a strategy which identifies key audiences, messages and channels – as well as upcoming opportunities and already planned activities. The UNCT will be asked to advocate for the two issues as much as possible in all public communication.

In addition to the prioritized set of advocacy issues, there will be also ongoing support for issues such as Human Rights (linked to the visits of special rapporteurs) and Climate Change (leading up to Mexico) and possible other upcoming important issues.

III. STRENGTHENING MEDIA RELATIONS

In 2009, the team organised a series of media events and briefings which have strengthened relations with key journalists. To further strengthen media relations, a series of activities will be planned in 2010, including:

- Conducting an informal perception survey with media on the UN and key issues being advocated for by the UNCT, as well as a survey of the working relationship with the One UN Communications Team;
- Setting up regular networking events for all communication practitioners in Hanoi, on at least a quarterly basis; and
- Facilitating regular media roundtables with the RC on key topics and issues.

In order for the team to provide the best communication support to the UN's policy and public advocacy the following mechanisms will be put in place:

- A communications staff will be assigned to each **PCG** based on their experience in different content areas. A ToR will be developed for their role in the PCG to include: giving guidance on strategic communications, including how to make best use of research and PCG reports, as well as identifying success stories.

- One communication staff will be also linked to the **Human Rights working group** and provide communication support. As one of the key areas for 2010 a set of background notes will be developed with information and key messages around the visits of the special HR rapporteurs and the ASEAN committee on human rights (chaired by Viet Nam).
- A **calendar of events** will guide the work of the team to make strategic use of the national agenda and some milestone events (Hanoi 1000, SEDP, National Assembly sessions, Party Congress 2011); the special/international days, global report launches and key (international) events; as well as a number of high-profile events throughout the year (AI conference, Hanoi conference, ASEAN meeting).

2. One UN External communications

To support the One UN Initiative in Viet Nam by ensuring a regular communication flow with key partners and stakeholders in and outside the country; communicating the achievements of the initiative to relevant audiences; supporting the expression and promotion of a united UN; and supporting dialogue with key stakeholders.

The UN in Viet Nam is receiving increasing attention as UN reform matures. In June 2010 Viet Nam will host an international conference, which will bring UN and government representatives from other pilot countries, “self-starter” countries, and various UN officials from Headquarters, regional offices, and individual agencies to Ha Noi. Prior to the conference a country-led evaluation will be completed on the One UN Initiative, which should provide useful information on progress of UN reform in Viet Nam and recommendations for external communications. 2010 also marks an important transition as Viet Nam enters middle income status, affecting the role and expectations of the UN Country Team.

In this context, the One UN Communications Team will continue to support implementation of the One UN Initiative through communication with key stakeholders such as the Government, donors, civil society partners, UN staff in HQ and other countries, the Vietnamese public and the wider international community. Communication work will focus on progress updates on the initiative in Viet Nam, including achievements and challenges related to all of the five ‘Ones’ and related features of the One UN Initiative. A set of materials and messages for the Hanoi Conference will be prepared to ensure key messages are relayed and understood by participants. Expected progress on PCG work, as well as the results achieved against the One Plan[2], will form a solid base for media and public outreach. In addition, a second stakeholder survey will be undertaken in early 2010, and it is expected that the results will further inform implementation of external communications.

In 2010 the team will focus on developing a set of success stories that will move beyond reporting on the process of UN reform and will highlight the impacts and results of the work of the UN in Viet Nam, particularly in areas where the UN is ‘Delivering as One’.

I. REPORTING ON RESULTS - STORIES FROM THE FIELD:

A focus in 2010 will be producing and disseminating stories showing how the work of the UN in Viet Nam is benefitting the people of the country. There is a significant need to report on results so that donors, UN Headquarters, Government counterparts, and the Vietnamese general public and wider international community can appreciate and understand the value of the work of the UN, and particularly the value of the One UN Initiative. This will include: communicating **development results** being received in any of the areas of the One Plan (by agency, PCG or joint programme); and communicating how the **One UN** is making a difference for Viet Nam’s development without talking about process (through PCGs, focus on joint programmes, joint missions and joint policy initiatives).

Formats:

- Human interest stories and photo stories
- Policy impact stories
- Targeted reporting on results (e.g. donor e-newsletter)
- Improved dissemination and use of high quality research, reports, surveys (popular versions, exec summaries, etc)

Channels:

- Direct communication to HQs and donors (presentations, newsletters, updates, stories)
- Website (need to ensure people regularly check website and make it more interactive)
- Media meetings, field trips and interviews

II. ONE UN UPDATES AND ANNUAL REPORT

Progress updates will strategically target key UN reform stakeholders and communications on the One UN Initiative will be tailored to specific **audiences**, including: donors and development partners; Vietnamese public; UN staff in Headquarters, regional offices, and other UN reform pilot countries.

The One Plan Annual report is a required report each year with RCO leading. In 2010 the focus will be on more **results-based reporting** that includes **stories** and evidence of impact.

III. HANOI CONFERENCE PACKAGE

A package of branded and integrated communication materials will be produced, including a One UN Initiative update, stories on results/impacts, and possibly a new video on the One UN Initiative.

IV. ONLINE COMMUNICATIONS:

The UN Viet Nam website will be enhanced to provide more regular new content, expanded content, and improved navigation. To facilitate more two-way communication and additional online channels, the team will consider creating UN Viet Nam YouTube and Flickr sites, and will link these sites with the UN website. Other social networking tools will be explored in order to reach new audiences and better tell the UN's story.

V. BRANDING

Printed, multi-media and other types of communication will be better branded. Guidelines will be provided to RCO, UNCT, PCGs, etc.

3. One UN Internal Communications

To support the One UN Initiative in Viet Nam and its Change Management strategy with a strong and effective information flow to all UN staff in Viet Nam on the reform process and to promote wide engagement and involvement of staff in the process.

In 2010 the One UN Communications Team will continue to provide services to all UN staff such as with Brown Bag Lunches on communication topics, the daily news service (What's Making News) and the One to Know now available on the Intranet. The team also intends to issue a client satisfaction survey for UN staff which will provide feedback on products currently being provided by the team (such as What's Making News, the One to Know etc) and possible suggestions for other tools and products. In 2010 much of the work in internal communication will be informed by the Change Management Strategy of the UNCT and the One UN Communications team will take active part in its development.

Key activities in 2010:

I. CHANGE MANAGEMENT COMMUNICATION

The team will actively participate in and provide support to the change management strategy to be developed for the UNCT and identify key communication features that can facilitate the work to be done under the strategy.

II. INTRANET: EXPANSION OF TOOLS AND USER GROUPS

Since its launch in late October 2009, the One UN Intranet has continued to expand in both content and groups, as well as staff uptake. The number of groups has risen to 37 from the initial 11 PCG groups, and membership in the groups and use of the tools they offer continues to grow. The new groups relate to a range of One UN Initiative areas, from thematic areas such as the Human Rights Technical Working Group, Monitoring & Evaluation Group and MDG-F Joint Programmes Group, to coordination mechanisms such as the three security-related networks (Security Management Team, International Warden Group, Security Focal Point Group), Head of Agency groups (open and private), RCO Group, and Green House and OMT groups.

In 2010, a range of additions and improvements are planned for the intranet in response to emerging needs of the various groups and specific requests from UN staff. These include:

- A **collaborative authoring tool** to facilitate writing documents among groups of contributors (i.e. to replace track changes in Word documents);
- An **interactive project intervention mapping tool** (e.g. for displaying and monitoring where PCGs have conducted activities in Viet Nam and what they comprised of); and
- **Communication tools** such as a chat/conference function, improved forum functionality, and video functionality for staff training purposes.

In 2010, the One UN Communications Team will also continue a communications campaign among all UN staff to facilitate further understanding and adoption of the intranet. Part of this process will be expanding the application of the intranet into other areas (e.g. use of the intranet for the recent FUNSA election and for evaluating Green One UN House tenders) and providing more opportunities for staff to provide their input in both formal and informal areas.

III. GREEN ONE UN HOUSE

Support will continue to be needed for communications around the Green One UN House. As the 'move in' date approaches, there will be increasing need for communications around the entire change process. Routine support will continue to be provided for the quarterly staff newsletters. Furthermore, the One UN Communications Team will work with the project advisor to identify key milestones throughout the year which will require more dedicated communication support. In particular, the team will focus on supporting communication to staff as well as communication to external stakeholders (e.g. Government, donors, UNAB tenants) which is not part of the regular, routine communication updates provided by the project advisor.

COMMON WORK PLAN 2010

Objectives	Planned activities	Timeframe			
		Q1	Q2	Q3	Q4
1. UN-wide advocacy: <i>To serve the UN in Viet Nam with strategic and effective communications that will raise awareness in on key development issues (based on the One UN Plan), the MDGs and highlight the support provided and results achieved by the UN to Viet Nam's socio-economic development.</i>	1.1 Public advocacy strategy development and implementation for 2 themes selected by UNCT (incl. message and materials development, direct and mass media communication activities) for 2010-2011		x	x	x
	1.2 Communication plan development and implementation for policy advocacy for 2010-11 based on UNCT selected priority areas (incl. policy briefs, Q&As, fact sheets and TPs)	x	x	x	x
	1.3 Advocacy briefs developed for Human rights working groups related to key events in 2010 (visits special rapporteurs, ASEAN, etc)		x	x	x
	1.4 Online Advocacy – Maintain and upgrade UN + Agency sites	x	x	x	x
	1.5 Photoshoot and photo booklet	x	x		
	1.6 Media monitoring and daily news clippings	x	x	x	x
	1.7 Media perception survey		x		
	1.8 Media networking (incl quarterly Get-togethers)	x	x	x	x
	1.9 Media meetings with RC (3)to highlight key development issues/messages from UN	x		x	x
2. One UN External Relations <i>To support the One UN Initiative in Viet Nam through: ensuring a regular communication flow with key partners and stakeholders in and outside the country; communicating the achievements of the initiative to relevant audiences; supporting the expression and promotion of a united UN; and supporting dialogue with key stakeholders.</i>	2.1 Telling the story: develop 2-3 key stories on results for One UN Initiative	x	x		
	2.2 Direct communication on One UN progress (process and results) to key stakeholders (incl. stories, reports, donor newsletter, presentation)	x	x	x	x
	2.3 Hanoi conference package: Update existing information on One UN Initiative and create additional materials on key areas of achievement (M&E, PCGs, UN Comms, etc)	x	x		
	2.4 Develop brand and image guidelines, templates and protocol for One UN Viet Nam	x			
	2.5 Update and manage UN Website	x	x	x	x

3. One UN Internal Communications: <i>To support the One UN Initiative in Viet Nam and its Change Management strategy with a strong and effective information flow to all UN staff in Viet Nam on the reform process and to promote wide engagement and involvement of staff in the process.</i>	3.1 Maintenance and regular Intranet updates and improvements	x	x	x	x
	3.2 Provide support to UNCT/RCO to improve internal communication and provide tools to encourage staff involvement.		x	x	x
	3.3 Communication learning sessions for all UN Staff (3)		x	x	x
	3.4 Client satisfaction survey			x	
Routine communication support	Support to participating agencies, RC/RCO and UNCT in writing and editing press releases, speeches and reports, website management, media relations and networking, organisation of launches and events, facilitation of media interviews, articles and OpEds. This support needs to follow the agreed procedures (3-4-5 Steps) and timelines for the team to be able to achieve the best results. An attempt to find convergence and opportunities for integration of messages and activities will always be sought.				
Team and change management	<ul style="list-style-type: none"> • Review and documentation of change process of the team, with and evaluation on structure at the end of 2010. • Implementation of PAD system • Team learning: Gender and Media training • Belbin self-perception exercise for the whole team (through UNSSC) 				

Key events, reports and activities in 2010

For the team to be able to provide the required communication support to the participating agencies, with the aim to integrate agenda's and messages as much as possible and take advantage from already planned and ongoing activities, the following calendar of events will be an important tool for the team.

The agency focal points will update the calendar on a regular basis, and this will form the basis to plan for the routine communication support to the agencies and the wider UNCT as described in the plan.

The team will advise the agencies, PCGs and UNCT on the most effective way to celebrate special days, launch reports and organise special events in order to reach the right audience with the most effective message and through the best channel. Where needed, the team will also suggest combining individual activities planned related to the same theme or targeting the same audience.

Month	Global	Viet Nam
January	19.01 Launch of 2010 EFA Global Monitoring Report: Reaching the Marginalized	
February	20.02 World Day of Social Justice	23.02 UNICEF: National Forum on CRC@20
	21.02 Int'l Mother Language Day	
March	08.03 Int'l Women's day	tbc UNDP Asia Pacific HDR: Power, Voice and Rights: A Turning Point for Advancing Gender Equality in Asia and the Pacific
	22.03 World Water Day	tbc UNDP: Higher Education papers – APEX university
		10-12.03 GEF Meeting (Hanoi)
April	07-11.04 World Health Day: <i>Urbanization and health</i> ("1,000 cities, 1,000 lives")	18.04 National Day for the Disabled
	tbc WB launch of World Development Indicators and Global Monitoring Report (MDG related)	19-21.04 Int'l ministerial conference on Animal and pandemic influenza
	28.04 World day for safety and health at work	
May	03.05 World Press freedom day	
	15.05 Int'l Day of Family	Tbc National Assembly session
	31.05 World No-Tobacco Day	15-30.05 Month of Action for Children

Month	Global	Viet Nam
June	tbc GA High-level Meeting on AIDS	tbc Legal Partnership Forum (UNDP)
	Tbc World Economic Forum, East Asia (UNDP)	14-16.06 One UN Conference
	05.06 World Environment Day	28.06 VN Family Day
	11.06-11.07 World Cup Football	
	17.06 World Day to Combat Desertification and Drought	
	26.06 Int't day against drug abuse and illicit trafficking	
	28.06 Launch of MDG Report 2010	
July	18-23.07 XVIII International AIDS Conference (Vienna)	
	11.07 World Population Day	
August	12.08 Int'l Youth Day	tbc UNDP: White paper on land policy reform – in cooperation with Harvard and MARD
September	tbc UNDP: Global HDR, 20 th anniversary: Rethinking Human Development.	Tbc Hand Washing Day
	16.09 Int'l Day for the Preservation of the Ozone Layer	tbc Water Sanitation Week
	20-22.09 MDG plus 10 Summit	
October	04.10 World Habitat Day	Tbc UNDP: National Human Development Report focus on social service delivery
	13.10 Int'l Day for Natural Disaster Reduction	17.10 National Day for the Poor
	16.10 World Food Day	20.10 Viet Nam Women's Day
	17.10 Int'l Day for the Eradication of Poverty	24.10 UN day
	Stand Up, Take Action against Poverty campaign	

Month	Global	Viet Nam
November	Tbc UNDP: PAR Partnership Forum	20.11 National Teacher Day
	08-19.11 UNFCCC Conference of Parties 16, Mexico	tbc UNFPA: SWOP Report 2010 launch
	25.11 Int'l Day for the Elimination of Violence against Women	
December	03.12 Int'l Day of Persons with Disabilities	01-31.12 WAD/AIDS National Action Month/20 th anniversary of AIDS response in Viet Nam
	05.12 Int'l Volunteer Day	26.12 Viet Nam Population Day
	09.12 Int'l Anti-Corruption Day	UNICEF: SOWCR 2010 launch
	10.12 Human Rights Day	
	18.12 Int'l Migrants Day	

ANNEX 1: Strategic Communication

The UN Communications team would like to strengthen its support to the UNCT and the implementation of the One Plan with strong and strategic communications, with the aim to:

- Raise awareness among the public and policymakers of UN-priority issues
- Raise the profile and reputation of the UN
- Highlight results achieved and support provided by the UN to Viet Nam’s development
- Increase the impact of UN’s advocacy for change (*i.e. social change, policy change*)
- Mobilise partners and resources in support of UN priorities

The One UN Communications Team already works from a joint communication plan that integrates the UN’s messages and issues. Through joint communication we try to identify the communication goal and audience; craft clear, compelling, credible messages; and as much as possible try to ‘piggyback’ on existing activities and interventions, and not plan in isolation.

In the joint communication plan a distinction is made between *public* advocacy and *policy* advocacy:

POLICY ADVOCACY	PUBLIC ADVOCACY
<p>Audience: government, policy-makers, donors</p>	<p>Audience: general public and media practitioners</p>
<p>Aim: influence policy development and implementation</p>	<p>Aim: gain public support to push for change</p>
<p>Policy advocacy in 2010 should influence the SEDS/P process in particular.</p>	<p>Public advocacy should ‘ask’ for something and aims to build awareness, profile, and reputation.</p>
<p>Most effective tools and approaches</p> <ul style="list-style-type: none"> • Talking points • Policy briefs • Identify key events and opportunities • Identify and make best use of UN research and reports • Comms team to use in communication material • UN staff to use when talking about the issues 	<p>Most effective tools and approaches</p> <ul style="list-style-type: none"> • Set of key messages and proof points • Integration of key messages into public communication materials (speeches, press releases, etc.) • Media strategy (features, op-eds, human interest stories, interviews, briefings, field trips, etc.) • Consider Action Day/Month • Identify possible wider partnerships

Prioritization of issues for 2010/11

The UNCT is asked to prioritize key advocacy issues for 2010/11 to allow the Communications Team to be more strategic and pro-active in supporting these issues. The priorities should be issues that are relevant to members of the UNCT and that require real emphasis in 2010/11 in light of One Plan implementation and influencing key national development processes (SEDP/S, Party Congress, NA session and ASEAN meetings). Remember: focusing advocacy on some issues doesn't mean we are excluding other issues!

The PCG1 developed key advocacy messages related to the SEDP/S process in 2009 (attached) and they were approved by the UNCT. Based on these messages and in the context of the national and international development agenda in 2010/11, the following areas for policy advocacy have been identified¹: **Inequality, vulnerability, voice and quality.**

Key policy advocacy issues prioritized by UNCT:

PCG1 PAPER

Inequality:

- Poverty reduction: ensure universal, equitable and inclusive approach
- State Budget allocation to focus on most disadvantaged groups & areas
- Review socialisation policy and reduce out-of-pocket payments

Vulnerability:

- Social protection as a core development strategy
- Natural resource management: more sustainable and long-term
- Climate change adaptation: target most vulnerable

Quality:

- Social services: improve regulation & oversight
- Invest in secondary and post-secondary education
- Promotion of long-term, low-carbon industrial economy
- Improve working conditions

Voice:

- Participation in political process
- Commune level inclusive, participatory political process

Questions to answer for each issue

- ⇒ What is the issue/problem and what is the related ultimate (programme) goal?
- ⇒ What (policy) changes are needed in 2010-11 to reach that goal?
- ⇒ Who is the key audience?
- ⇒ What are the main barriers to change?
- ⇒ What do we expect from the audience (s)?
- ⇒ Who can be our partner to effect change?

Communication planning 2010/11:

- Message development
- Channel selection
- Materials production

Implementation by key actors in UNCT: Heads of agencies, RC, and other senior staff interacting with policy and decision makers, development partners and the media

¹ Refer for detailed reflection of UNCT discussion at the end of the document

AGREED NEXT STEPS

The UN Communications Team will work with the relevant PCGs or experts to develop Advocacy Briefing Notes for the identified key issues.

The questions in the box on the previous page will serve as a guideline to collect the most relevant information.

For each issue the **Advocacy Briefing Note** will include:

- **ISSUE:** description of the issue/problem, with facts & figures as far as they are available, and indication of available source of information. It is important to link the issue to the overall One Plan and the outcome areas. This part will describe how the issue links to UN mandates, MDGs and existing laws and policies.
- **ACTION:** the required policy change that is needed, with the identified audiences and any facts and figures on current barriers to change or available drivers for change. This should also include the listing of potential partners.
- **UN VOICE:** What are the key messages from the UN on this issue; a list of bullet points of what the UN believes needs to happen, or to change. Messages should use available data to formulate an evidence-based argument, with a clear timeline.

The UN Communications Team will develop a sample briefing note on climate change to serve as an example.

The briefing notes, once finalized, will be used by all Heads of agencies, the RC and other senior management in all their interaction with counterparts in government and with development partners and donors. The UN Communications Team will actively use opportunities with the media and at public events to use the key messages where relevant.

The UN Communications Team will work closely with the RCO to ensure that the notes are updated regularly.

Based on the final set of policy advocacy messages, the UN Communications Team will then propose 2-3 *public* advocacy messages to the UNCT for their approval.

ANNEX 2: Telling the story: Communication about results

A focus in 2010 will be reporting on results, particularly through producing and disseminating stories showing how the work of the UN in Viet Nam is benefitting the people of the country. There is a significant need to report on results so that donors, UN Headquarters, Government counterparts, and the Vietnamese general public and wider international community can appreciate and understand the value of the work of the UN, and particularly the value of the One UN Initiative. This will include: communicating **development results** being achieved in any of the areas of the One Plan (by agency, PCG or joint programme); and communicating how the **One UN** is making a difference for Viet Nam’s development (i.e. through PCGs, focus on joint programmes, joint missions and joint policy initiatives) without focusing on process.

Formats:

- Human interest stories
- Policy impact stories
- Targeted reporting on results (e.g. donor e-newsletter)
- Improved dissemination and use of high quality research, reports, surveys (popular versions, exec . summaries, etc.)

These reports and stories will attempt to show impact on real people while also providing supporting data/evidence.

Channels:

- Interpersonal: Discussions, meetings and informal chats (the most effective!)
- Events: Presentations, speeches, panels, etc.
- Print: Reports, newsletters, brochures, etc.
- Mass media: Press releases, letters to editor, media briefings, field trips and interviews
- Multi-media: Possibly some use of video
- Online: Website (need to make the website more interactive to ensure people regularly check it), e-newsletters, online “slide shows”, social media

This will include direct communication to HQs and donors (presentations, newsletters, updates, stories)

Proposed stories:

<p>HIV and AIDS:</p> <ul style="list-style-type: none"> - Coordinated HIV and AIDS response in the education sector - Methadone 	<p>UN’s policy dialogue and the use of research and analysis:</p> <ul style="list-style-type: none"> - Child Poverty - Food security - International adoption - Disability law – new definition of disability 	<p>Gender</p> <ul style="list-style-type: none"> - Gender and climate change - Gender based domestic violence: results related to UN coordinated efforts
<p>Local level participatory processes</p> <ul style="list-style-type: none"> - Provincial SEDP 	<p>Maternal mortality</p> <ul style="list-style-type: none"> - Midwife training in Ha Giang 	<p>Civil society</p> <ul style="list-style-type: none"> - Global Fund – Round 5 awarded to group including
<p>Agriculture and fisheries</p> <ul style="list-style-type: none"> - Hatchery registration – income - AI control 	<p>Labor/education</p> <ul style="list-style-type: none"> - School to work transition 	<p>Cultural heritage</p> <ul style="list-style-type: none"> - Cultural heritage and sustainable development tourism

NEXT STEPS:

UN Communications team will follow up with relevant PCG, agency or expert to find out the timeline of the story and appropriateness for Hanoi Conference.

Based on a template story, the team will work with the relevant PCG/agency to collect the information of 2-3 stories before the Hanoi conference and discuss the right format for the story: print, web, video, photo story, etc.

NEXT STEPS on COMMUNICATION FOR AND ABOUT RESULTS:

Note: the right column indicates the different PCGs that the UN Communications suggests to work with on that policy area. It is assumed that all policy brief will have to also reviewed and receive inputs from the Gender PCG. For the stories – the agency relates to the Communications focal point to work on the story.

	What	Who?
<p><u>Communication for results:</u></p> <p>1. Develop Advocacy Briefing Notes for the identified key issues (UNComms/PCGs)</p> <p>2. Advocacy briefing notes to be used by all Heads of agencies, the RC and other senior management in all their interaction with counterparts in government and with development partners and donors.</p> <p>3. UNComms to use opportunities in media interaction and at public events to use the key messages where relevant.</p> <p>4. Update to be done by UNComms/RCO</p>	Social protection as a core development	PCG1 with inputs from 2
	Poverty reduction: ensure universal, equitable	PCG1
	Social services: improve regulation & oversight	PCG 2 & 3 with inputs
	State Budget allocation to focus on most	PCG1 with inputs from
	Review socialisation policy and reduce out-of-	PCG2 & 3
	Natural resource management: more	PCG4 with inputs from
	Promotion of long-term, low-carbon industrial	
	Climate change adaptation: target most	
	Improve working conditions	PCG1 with inputs from 7
	Invest in secondary and post-secondary	PCG3
	Participation in political process	PCG5 with inputs from 1
	Commune level inclusive, participatory political	

	What	Who?
<p><u>Communication about results</u></p> <p>1. For immediate follow up leading up to Hanoi Conference:</p> <p>2. UNComms to follow up with relevant PCG/agency or expert on timeline of the story and appropriateness for Hanoi Conference.</p> <p>3. Share template story (Climate Change)</p> <p>4. Collect the information of 2-3 stories before the Hanoi conference for different formats for the story: print, web, video, photo story, etc.</p>	<p>HIV and AIDS: the coordinated HIV and AIDS response in the education sector</p>	PCG7/UNAIDS
	<p>Maternal mortality – from midwife training in Ha Giang to policy changes</p>	PCG2/UNFPA
	<p>UN’s policy dialogue and the use of research and analysis:</p>	
	<ul style="list-style-type: none"> • Child Poverty 	UNICEF
	<ul style="list-style-type: none"> • Food security 	FAO
	<p>Gender:</p>	
	<ul style="list-style-type: none"> • Gender and climate change 	PCG7/UNDP
	<ul style="list-style-type: none"> • Gender based domestic violence: results related to UN coordinated efforts 	PCG7/UNFPA
	<p>Local level participatory processes: Provincial SEDP</p>	PCG5/UNICEF

²There are other potential story lines to be used for reporting during 2010-11. These stories are for immediate follow up for Hanoi Conference.

Key issues for UN advocacy in the policy development process in Viet Nam 2009-2011 (short version – proposal)

The UN's primary message in all policy dialogue is the need for Viet Nam to focus on socio-economic development that is both *equitable* and *sustainable*.

Pillar 1: Equity and Disparity Reduction

- There is a need for a **universalist approach** to social protection as a **core development strategy**. Social protection should include informal and unprotected work.
- Abandon the current targeted/patchy approach of various **poverty reduction programmes** and sector strategies and move progressively towards a **universal, equitable, and inclusive approach**.
- Strengthen Government **regulation and oversight** around both private and public social services provision (standards, quality control, etc).
- Increase **State Budget allocation to key sectors**, including education, health and water, with a particular focus on the most disadvantaged areas and disadvantaged groups. Strengthen the public financial management system to better track use of public resources and improve efficiency of spending.
- The '**socialisation**' policy' needs to be reviewed and revised to reduce the proportion of out-of-pocket payments.

Pillar 2: Sustainability

- There is a need to shift towards greater quality of growth and a more **sustainable and longer-term approach to the management of natural resources** and their use in promoting economic development.
- Viet Nam needs capital, capacities, and modern, energy efficient and clean manufacturing and power generation technology, to substantially increase energy efficiency in public, business and domestic energy use, which would help put it on a path towards a **long-term, 'low carbon' industrial economy**.
- Adaptation strategies for climate change need to target the **most vulnerable**, including the poor, women, children and ethnic minorities, through targeted social protection, social services, and livelihood support services such as agricultural extension and micro-finance.
- Improve **working conditions** including in formal enterprises and informal employment, in particular for women, migrant workers and other vulnerable groups.
- Invest more **public resources in improving the quality, accessibility and market-relevance of secondary and post-secondary education**, as well as vocational training, while ensuring equal access of men and women to both. Promote women's access to education in non-traditional and emerging fields. Place particular emphasis on access to quality education to disadvantaged groups such as ethnic minorities.



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