



CLIMATE CHANGE AND DEVELOPMENT AUTHORITY

**COMMUNICATION STRATEGY
2019-2022**



Climate Change and Development Authority Managing Director Mr. Ruel Yamuna, Minister Hon. Geoffrey Kama MP, UNDP Deputy Resident Representative Ms. Tracy Vienings and Conservation Environment Protection Authority Managing Director Mr. Gunther Joku at the recent leadership forum on the SDG Roadmap in Papua New Guinea.

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Climate Change and Development Authority

COMMUNICATION STRATEGY 2019-2022



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Acronyms

SATWG	Adaptation Technical Working Group
CBO	Community Based Organisation
CCDA	Climate Change and Development Authority
CCMA	Climate Change Management Act
CEPA	Conservation Environment Protection Authority
DNA	Designated National Authority
DoH	Department of Health
FBO	Faith Based Organisations
FM	Frequency Modulation
IEC	Information, Education and Communication
IKM	Information and Knowledge Management
LCG	Low Carbon Growth
MRV	Measurement, Reporting and Verification
MTDP	Medium Term Development Programme
NFA	National Fisheries Authority
NARI	National Agriculture Research Institute
NBC	National Broadcasting Corporation
NDC	National Disaster Centre
NGO	Non-Governmental Organisation
NMSA	National Maritime Services Authority
NWS	National Weather Services
PNG	Papua New Guinea
PNGFA	Papua New Guinea Forest Authority
PNGPCL	PNG Ports Corporation Limited
REDD+	Reducing Emission from Deforestation and Forest Degradation and the role of conservation, sustainable management of forest, and enhancement of carbon stocks
SOE	State Owned Enterprises
TV	Television
UNFCCC	United Nations Framework Convention on Climate Change

1.0 BACKGROUND

CCDA is mandated under the Climate Change (Management) Act, 2015 with the responsibility to contribute toward global efforts in mitigating greenhouse gas emissions, through low carbon development that fosters economic growth and social welfare for the people's wellbeing and prosperity. CCDA is the official government entity in coordinating climate change efforts of the Papua New Guinea Government. It is the coordinating entity for all climate change related policies, strategies, plans and actions in the country mandated by the Climate Change (Management) Act 2015. CCDA is tasked with ensuring that Papua New Guinea follows a low carbon growth and sustainable development pathway; and promoting resilience and reducing vulnerability to climate change risks. Pursuant to Part II Section 10 of the Climate Change (Management) Act 2015, CCDA's

purpose is to:

- Promote the management and sustainable development of climate change mitigation and
- adaptation actions,
- Implement any relevant obligations of the State under applicable rules of International Law and agreements related to climate change,
- Act as PNG's Designated National Authority (DNA) for the purposes of the Paris Agreement and any such other or subsequent arrangements or agreements made under the Paris Agreement, and related purposes.
- Under these arrangements, CCDA is the DNA for the issuance of Host Country Letter of Approval for all projects and activities related to Carbon Trading or any form of Carbon Offset Projects, and Establish and administer trust funds that facilitate the control and distribution of the received benefits and levies.
- Implement the United Nations Paris Agreement (Implementation) Act 2016 pursuant to Section 7.

2.0 INTRODUCTION

This Climate Change and Development Authority (CCDA) Communication Strategy is aligned to the Strategic Outcome 5 of the CCDA Corporate Plan 2018-2022, which is Integrating Climate Change Information and Knowledge Management (MTDPIII 7.1-7.4). The Communications Strategy provides the framework for the development of the communications and public diplomacy approaches and deliverables managed by CCDA, which will guide the internal, external and cross sectoral coordination of CCDA's communications. Its purpose is to outline clear and attainable communication priorities with tactics that will ensure our success. The following overview of our organizational goals provides context for the communication-specific plans that follow below.

2.1 PURPOSE

CCDA's communications strategy outlines the overall approach for advocating and communicating the goals, objectives, and operating procedures of the CCDA to key stakeholders, internally and externally.

2.2 SCOPE

The communications strategy covers both internal and external communication approaches for the CCDA. It outlines the objectives, key messages, target audience and stakeholders, and describes the relevance and effectiveness of the activities carried out by CCDA. It also includes various communication tools that will be used to enhance the visibility of the CCDA to the Government, policy makers, private sector, civil society, development partners, donors, media and the PNG community.



3.0 OBJECTIVES OF THE COMMUNICATION STRATEGY

The purpose of this Communications Strategy is to communicate the goals, aims, outcomes and deliverables of CCDA both internally and externally using the most efficient and applicable medium and networks in line with their target audiences. This will be achieved through the following objectives:

1. Increase awareness and understanding about climate change, policies and legislations in PNG amongst stakeholders.
2. Promote coordination and collaboration amongst stakeholders on climate change.
3. Promote the discoverability, accessibility and secure storage of climate change information.
4. Build capacity and knowledge of stakeholders through active engagement and participation in addressing climate change activities.
5. Foster partnership for climate resilience activities.
6. Showcase success stories, lessons learned and best practices from programmes and projects on climate change and development in PNG and the Pacific region



CCDA Managing Director Mr. Ruel Yamuna being interviewed by the mainstream media journalists during a recent leadership forum on the SDG Roadmap in Port Moresby.



4. KEY TARGET AUDIENCES

Identifying CCDA's key target audience is crucial in communications planning. The CCDA's audience includes but is not limited to:

- Government of PNG – National, Provincial & District;
- State Owned Enterprise (SOE)
- CCDA Staff, Management & Board;
- Climate Change Technical Working Committees (REDD+, Low Carbon Growth, Adaptation, National Communication and Consultation)
- Academia -Universities & Colleges;
- Media- Local, Regional and International;
- General Public (Urban/Rural);
- Civil Society Organisations (Non- Governmental Organisation, Faith Based Organisations, Community Based Organisation);
- Private Sector;
- Development partners and donors.



CCDA Communication Team



4.1 ASSUMPTIONS

- Stakeholders will promote and support this Strategy.
- Communications must adhere to the policies and legislative frameworks of CCDA
- CCDA must tailor its communications to a distinct mix of urban and rural populations and to demographically diverse audiences
- The roles and obligations of partner agencies and stakeholders in communicating the CCDA's ongoing efforts to improve its Climate Change actions must be considered.

4.2 KEY CONSIDERATIONS

- The CCDA does not have a physical presence in the provincial/local levels, compensatory efforts will be made to boost the organization's media presence
- The CCDA serves two distinct media markets (traditional media- print, television and radio and social media platforms-Facebook, Twitter, Instagram and YouTube).
- Communications should be localized to highlight issues of greatest interest and impact within those markets
- Communication planning and delivery should reflect best practices for CCDA based on country-driven activities/projects/programmes.
- Standardized communications via the CCDA Corporate Communication Strategy will continue to provide both opportunities with consistent messaging and issues with adapting to local pressures as well as international messaging.
- Promote climate change communication into stakeholder communication efforts.
- Share stakeholder knowledge management and climate change products with CCDA.
- Encourage staff and stakeholders to provide updated information to the CCDA Communication's team.



5. MEDIA LANDSCAPE IN PNG

The independent state of Papua New Guinea enjoys some of the Pacific region's liveliest media coverage. The nature of media coverage in Papua New Guinea is strongly linked to the isolation of many of its peoples. The country's population is divided; 85 percent live in remote villages, retaining ancient cultures and tongues, with little contact with the modern world. Few publications or television signals reach its rugged interior, where a multiplicity of tribal languages fragments communication.

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5.1 NEWSPAPERS

Though its two daily newspapers are foreign owned, the private press reports vigorously on political issues. Nationally, information disseminated through local newspapers remains an important channel of information. The nation's two daily newspapers, the Papua New Guinea Post-Courier (circulation 33,500) and The National (circulation 23,500), are both in English, with 15 copies per 1,000 people. The two weeklies, Wantok Niuspepa (published in Tok Pisin) and The Independent (English-language), have an aggregate circulation of 24,000. Of these four papers, all but Wantok Niuspepa also publish on the Internet. They compete aggressively in Port Moresby, but have limited circulation in other urban areas. Another English-language newspaper, the biweekly Eastern Star, is published in the town of Alotau, while the monthly, Hiri Nius, prints government news in all three official languages, with a circulation of 5,000 in the National Capital District.

5.2 RADIO

Radio remains to have the widest coverage within the media landscape in PNG. Among the biggest radio carriers are FM100 and NBC. Throughout the country there are a wide range of provincial and

Radio remains to have the widest coverage within the media landscape in PNG. Among the biggest radio carriers are FM100 and NBC. Throughout the country there are a wide range of provincial and community radio stations. Many of these are church run and carry programming related to awareness campaigns that provide information to communities. Within the country, radio is an essential communication channel, with FM 100 and NBC used for broad national messaging and more targeted provincial messaging through provincial and community or church radio. The PNG FM company includes two commercial stations Nau FM (English) and Yumi FM (Tok Pisin). In 2000 a Motu-language station, FM Central, was launched. Listeners also receive Radio Australia's Papua New Guinea service broadcasts in Tok Pisin. There are two cable services with access to overseas channels and one local television station. Both FM 100 and NBC radio host weekly talk back shows on their stations.

5.3 TELEVISION

Television reaches populated areas of the country through free-to-air broadcasting. EMTV, Kundu 2 and TvWan broadcast nationally but their audience reach is still significantly then radio. There are three main television broadcast stations in PNG. NBC owns one television station called NBC TV. Fiji Television owns EMTV. They broadcast in English and Tok Pisin, promote local content, and have a focus on development issues. TvWan is a commercial station owned by Digicel PNG, which is one of the largest operating mobile telecommunication networks in PNG. TvWan has a number of different channels as well as online tools such as its website, Facebook, Twitter and Mobile Applications to disseminate a variety of content.

5.4 PODCASTS

Young Papua New Guinea digital entrepreneurs are developing followings in film and podcasts. They are bringing something relatively new to the country. Podcasts are a new medium for PNG. Under the old rules, a gatekeeper who owned the airwaves would never give you a radio show if you didn't have the credentials he deemed necessary. So a story would go untold. Times have changed. We now live in a time in which we can control our own platforms and tell our own stories. Informational podcasts on the impacts of climate change would be beneficial to host on CCDA's social media sites and website and in turn could be cross posted by stakeholders.

6. EXTERNAL COMMUNICATIONS

External Communication Information Exchange goes both within the organization and outside of it. Organizations communicate with the outside world on a daily basis. External communication can be formal and informal and this communications strategy acknowledges the impact of digital communications in PNG. The influence of social media in the Pacific has grown significantly in the past few years. Almost all professional forms of media outlets have an online presence on social media. The regional and global media have also started picking up local political, climate and human interest stories, through social media. CCDA recognizes the advantages of using social media to enhance websites and other digital platforms to publish news stories and pictures. This also enables CCDA to be environmentally friendly and reduce its carbon footprint.

The following tools (mediums) will be used to achieve CCDA's communications objectives:

6.1 SOCIAL MEDIA PLATFORMS

Social media operations are most effective when they are strategically incorporated as part of an organization's outreach, program design and implementation, and monitoring and evaluation efforts. CCDA proposes a revamp of their existing Facebook, Twitter, YouTube and Instagram channels which have not been updated since 2018 to share regular updates, stories, photos, info-graphs and testimonials on the activities and projects which are being implemented by the CCDA. Every communication product produced by CCDA will be featured on their social media sites.

6.1.1 FACEBOOK

Through its revamped Facebook page, CCDA will be able to maintain a timeline of project activities, events and milestones and actively engage fans with status updates, photos, polls, videos, info-graphs and testimonials. An active Facebook page will also enable CCDA to direct interested individuals and organizations to strategic virtual destinations sharing links to CCDA's website and online featured resources.

To measure Facebook user interaction, CCDA will use a tool called Facebook Insights which tracks the number of active users and calculates the total number of likes, the number of friends of fans available and how many people are actively talking about the page. This will enable CCDA to determine the best time of day to post, the best day of the week to post and what type of content is most popular, so as to maximize the benefit of Facebook usage. CCDA will actively make use of partner and government social media handles and hashtags to demonstrate partnership and maximize user engagement. <http://www.facebook.com/www.cdda.gov.pg>

6.1.2 TWITTER

CCDA's revamped Twitter account will follow trending topics with hashtags relevant to its interests. The use of hashtags provides an easy way for people to categorize, find and join conversations on a particular topic. Hashtags also enable CCDA's posts to get more visibility, especially if trending "hashtags" are used. Interested followers will feel a real-time sense on activities through timely tweets. Through using appropriate hashtags CCDA's tweets can be retweeted and shared by Government, donors and other key stakeholders. An active Twitter account will also enable to direct interested individuals and organizations to strategic virtual destinations by sharing links to CCDA's website and online featured resources. The Communications team will also mark international advocacy days on social media and the role CCDA can play in promoting these events. <https://twitter.com/CCDAPNG>

6.1.3 INSTAGRAM

Pictures speak a thousand words and will remain in peoples' minds after viewing. CCDA will share pictures of Climate Change action in the country using Instagram and share this online with links on the portal and or websites. <https://www.instagram.com/ccdapng>

6.2 WEBSITE

CCDA's revamped website will foster an understanding of CCDA's role in engaging with government partners and other regional stakeholders and to articulate the impacts of the organization. The website aims to provide greater visibility of CCDA through regular updates of the project, success stories and pictures. CCDA's active website will provide information about the organization and contact information for interested persons and will act as a database of stories and photos. CCDA's website will be updated on a regular basis and promote the Twitter, Facebook, Instagram and YouTube pages on the homepage to maximize visibility. CCDA's website will also act as a resource hub of capacity building tools and methodological materials for all interested parties. The website will run parallel with the new Portal until such time when it will all be integrated. CCDA, in their website will showcase the five strategic outcomes as set out in their Corporate Plan <http://www.cdda.gov.pg>

Improving Climate Change and Development Governance, Policies and Regulations

- Supporting stakeholder coordination and engagement
- Building Climate Resilience
- Promoting Carbon Neutral and Climate Compatible Development
- Integrating climate change information and knowledge management

6.3 PORTAL

The CCDA Climate Change Information and Knowledge Management (IKM) hub developed under the iCLIM Project (supported by Griffith University and SPREP) integrates all existing communication platforms. The portal is host to important CCDA information including project information, resource repositories, and links to other GoPNG existing similar websites. It is intended to be a one stop shop hub that will be discoverable and accessible online. The Media and ICT Branch of CCDA maintains the portal and approves all content uploads. The portal is smart phone compatible, and has social media integration across Twitter, Instagram, YouTube and Facebook. <http://www.png.idim.net>

6.4 MOBILE COMMUNICATION

Mobile devices are the most effective but underutilized tool for communicating information on disaster risk and climate change. PNG now has over 900,000 internet users and 3.3million people out of the total population of 8 million use a mobile phone to communicate daily. CCDA seeks innovative ways to capitalize the use of automated bulk text messaging to the general public on specific targeted information.

6.5 MEDIA STATEMENTS

Multi-sectoral engagement will maximize public diplomacy opportunities for increased visibility of the impact and outcomes of CCDA activities. Media statements will be sent out to national, regional and international print and broadcast media outlets in partner countries for effective dissemination after management approval. Media statements will also promote project achievements to targeted stakeholders and will be disseminated to local newspapers, radio and television stations for publication.



6.6 MEDIA CONFERENCES

Communications team will coordinate and host Media Conferences for the CCDA Management when there are important announcements to be made. **Success Stories/Achievements/Case Studies** - Regular stories will be part of how CCDA articulates impacts and successes. The Communications team will ensure success stories on CCDA's activities and success stories featuring beneficiaries. These stories will be accompanied by photos and will be featured on CCDA's website and will be used for social media updates.

6.7 PUBLICATIONS/VISIBILITY MATERIALS

(Information Education and Communication [IEC]) - The project will use visibility materials such as posters, pull-up banners and brochures at workshops, press conferences, official meetings to promote visibility of the organizations achievements or goals. Depending on the type of event, Brochures, Factsheets will be distributed in a press kit during official events/meetings. The pull-up banners and posters will act as backdrops to enhance photo opportunities and will be present during official events.

The proposed quarterly newsletter will have updated information on CCDA's activities and feature success stories. The visibility materials will be designed by the Communications team and will be released after management has approved the content and design.

6.8 VIDEO LOGS ON YOUTUBE

CCDA Video logs act as an information tool and highlight major success events, case studies and testimonials. The videos will have a human interest angle and demonstrate the success of partnerships. The educational videos will focus on issues including general introduction to climate change and highlight CCDA's activities such as REDD+ . These videos will be pretested with a target audience and if feasible be produced in Tok Pisin and English versions. The videos will be featured on CCDA's social media sites and website. CCDA also proposes getting the info videos aired on PNG local television shows. Much longer video documentaries (10 mins, 30 mins) will be produced and aired on local TV stations. <http://Youtube.pngidim>

6.9 MEDIA TRAINING

The role of the media is a powerful one in the Pacific region and media's support in sharing news and information can make a positive impact, helping communities to understand and learn more about key environment issues. An informed media and knowledgeable reporting has a huge role to play in raising community awareness and our ability to take action on climate change. Providing media training on Climate Change and related topics can help increase media understanding of these issues and encourage positive reporting. Media training will help increase the likelihood of correct messages to the population of PNG and provide an opportunity to strengthen the relationship between the media and the CCDA communications team. Media training on climate change issues will be conducted twice a year. The training editors and reporters from radio, television and print will be invited to attend a series of five-day training, which will take place every six months. Training will be conducted by the CCDA lead by the communications team, with support of guest speakers and technical experts (internal/external) on the following topics:

1. Basics of climate change, climate change jargons, Science of Climate Change, and national climate change coverage on environmental issues.
2. REDD+ & Mitigation - National Forest Inventory, drivers of deforestation and sustainable forestry, National REDD+ Strategy, National policy approach to implementation etc;
3. Adaptation & Projects-9 Thematic Areas
4. MRV and National Communication- GHG Inventory, NDC, BUR
5. Understanding the role of CCDA as the Govt's mandated Climate Change entity & Policy/Legislation - enabling environment (domestic/international)
6. CCDA's Activities/Projects in responding to impacts of Climate Change

The project builds on Papua New Guinea's (PNG) REDD+ readiness activities that have been coordinated jointly by Climate Change Development Authority (CCDA) and PNG National Forest Authority (PNGFA)

CCDA proposes to develop media tool kits to be shared with the training participants with a 'one-stop-shop' of information on climate change, as well as an activity toolkit that would support the local media absorb and reflect on the information provided.

6.10 CLIMATE CHANGE/ENVIRONMENT/DISASTER JOURNALISM AWARDS EVERY END OF THE YEAR

This will provide an incentive to the working mainstream media journalists to produce more stories and give coverage. The awards night will be co-hosted by CCDA, Conservation Environment and Protection Authority (CEPA), National Weather Services (NWS), National Disaster Centre (NDC), PNG Forest Authority (PNGFA) and their project partners. Major Award will be a return trip for the winning Journalist to attend the UNFCCC Conference Of Parties (COP) meeting. The winner will be accompanied by the Best Performing Internal CCDA Communications rep. Other categorized awards sponsored by the Development Partners/Projects ie. Best article of the year on Climate Change Award, Disaster Award, Environment Awards, Best Photography etc. CCDA will take the lead to organize this.

6.11 SDG13 CLIMATE CHAMPION

Climate Change Ambassador will be a local celebrity/icon (Sports, Activist, Stand-Up Comedian, Climate Change Champion) – involve him/her in Awareness Raising Activities with the locals, schools, or important event announcements etc. This is a Media stunt to get media coverage.

6.12 SOCIAL/COMMUNITY OBLIGATION

CCDA Board, Management & Staff (including Projects) will be encouraged to be involved in activities that promote partnership and collaboration with other key stakeholders, socializing with other stakeholders, team bonding, health and fitness activities. Get involve in sporting activities, and other social activities that can be organized – corporate walks, corporate games, gym membership etc. There is also a Social Club Committee already in place by the management to action these activities supported by the Comms Team.



Below is the proposed action plan that takes into consideration the types of media tools, audiences, and reporting requirements for external communications.

Table1 summarizes the Indicative timetable for the communication activities:

6.13 INDICATIVE ACTION TIMETABLE

ACTIVITY	TIME FRAME	RESPONSIBILITY	OUTPUT	M& E	AUDIENCE
Strategy 5.1 Establish an Information and Knowledge Management Advisory Committee to oversee, monitor and improve climate change information discoverability, accessibility and storage for PNG.					
5.1.i Central Repository/Inventory/Central Database	Ongoing	Ongoing Comms team	All CCDA staff are expected to deposit data/information with the Comms team after reports are completed and gone through reporting protocols	Ongoing Comms team	<ul style="list-style-type: none"> • CCDA
Strategy 5.2 Design and launch a live climate change portal for PNG using a cloud server and stakeholder-supported database inventory systems. Objective 1. Design a climate change portal guided by the strategic framework. KPI (i) Climate change portal designed and launched (Corporate Plan 2018-2022)					
5.2.3.iii: Media Statements	Ongoing	Comms team/ Management	Media statements will be prepared for any public diplomacy events or any workshops, consultations open to the media to maximise visibility for the CCDA a government and external stakeholders where applicable. These statements will be uploaded to the CCDA Website and portal	Through number of statements and media hits generated	<ul style="list-style-type: none"> • CCDA • Media • Pacific Island Governments • Bilateral /multi lateral donors • Beneficiaries
5.2.1.i Portal Strategic	Ongoing	Comms team/IKM Advisory Committee	Climate Change Contents to be uploaded to the portal. CCDA and external key stakeholders will use this platform to make data/information on PNG easily accessible and discoverable.	Number of Visitors to the site	<ul style="list-style-type: none"> • CCDA • Government • Pacific Island Governments • Bilateral and multi-lateral doors • Private Sector • Civil Society
5.2.3.iii Radio Program /Talk Back Shows (NBC Radio/NBC TV)	Ongoing series of Radio Programs	Comms team NBC Programs NBC TV	A series developed for Radio Programs covering: <ol style="list-style-type: none"> 1. Science of CC 2. The role of CCDA 3. Understanding CC enabling environment and the importance of Climate Change Action 4. REDD+ 5. Mitigation 6. Adaptation 7. MRV & NC 8. Projects and Development Partners 	Number of Visitors to the site	<ul style="list-style-type: none"> • CCDA • Government • Provincial/Districts/Local Level Governments • Rural Population • Bilateral and multilateral • Private sector • Civil Society • Media

ACTIVITY	TIME FRAME	RESPONSIBILITY	OUTPUT	M&E	AUDIENCE
Strategy 5.3 Promote awareness and use of climate change portal for CCDA and all relevant stakeholders					
5.3.1.ii. Web-site	Updated on a weekly basis featuring recent activities of CCDA	Communications team and external contractor (if there is a need for a revamp)	<p>Key Information on CCDA will be provided to partners and stakeholders, Government, Private sector and other relevant regional stakeholders.</p> <p>The website will also aim to provide greater visibility for CCDA through regular updates of stories, photos, videos, and podcasts which will be backed up under archives and easily searchable through key words.</p> <p>The website will have a mobile view for easier access. The website aims to act as a resource hub for capacity building tools and materials that CCDA has produced.</p> <p>The website will also feature a link on the homepage featuring CCDA Facebook and Twitter, Instagram, YouTube, site to maximize visibility.</p>	Through Web Analytics Tools to monitor number of traffic per individual and per country General feedback	<ul style="list-style-type: none"> Government Media outlets Pacific Island Governments Public Bilateral and multi-lateral donors Local community beneficiaries Private sector Other regional stakeholders The citizens of the host-countries, the host governments, and institutional entities at the national and select regional levels.
5.3.1.i. Media Training	Twice a year	Communications Team, CCDA Managing Director/General Managers, guest speakers and technical experts	Building capacity of local mainstream media organizations and Govt media; Training will support journalists' ability to effectively communicate stories linking climate change to broader environmental issues;		<ul style="list-style-type: none"> Local Mainstream Media Government Media NGOs Private sector Other stakeholders
5.3.1.ii. Social Media (Facebook/ Twitter, YouTube & Instagram)	Ongoing (weekly updates)	Communications team	<p>Key information on the organization will be provided on CCDA Facebook and Twitter sites</p> <p>Medium to share stories and pictures and photo albums online.</p> <p>CCDA aims to use its social media platforms to show engagement with government and other stakeholders by sharing stories and retweeting tweets.</p> <p>Visibility for the CCDA and the Government</p>	Through number of likes, followers, retweets, Facebook insights shares and subscribers and general feedback.	<ul style="list-style-type: none"> PNG Government General Public Bilateral and multi-lateral donors Project beneficiaries Private sector Other regional stakeholders Media
5.3.1.ii. Visibility Materials (Information Education and Communication [IEC])	Ongoing	Communications Team, CCDA Managing Director/General Managers, guest speakers and technical experts	<p>Key information on the various sectors of the project will be provided.</p> <p>Acts as Frequently Asked Question (FAQ) for any interested individual.</p> <p>Features success of the project including stories.</p> <p>Easy to distribute during workshops and consultations.</p>		<ul style="list-style-type: none"> CCDA, Media, Government, Bilateral and multilateral donors, Project beneficiaries, Private sector, Other regional, stakeholders, Communities/Interested Individuals, NGO Professionals

ACTIVITY	TIME FRAME	RESPONSIBILITY	OUTPUT	M&E	AUDIENCE
Strategy 5.3 Promote awareness and use of climate change portal for CCDA and all relevant stakeholders					
5.3.1.ii. Branding	Once every year. Re-viewed end of each year	Communications Team and external contractor	<p>All printed material to have a set template depending on the type of document - developed by Comms team. Production of Quarterly e-Newsletters, Media Kit, containing Newsletter/ Brochures/Factsheets to be produced. Printing will be outsourced with e-copies distributed electronically or uploaded on portal/websites.</p> <p>Some of these materials will be tied to project activities eg. GCF & CCMA Regional Consultation.</p> <p>Other printed collateral for promoting image-t-shirts, caps, bags, mugs, biros tote bags umbrellas, tent etc for special events/sports etc.</p>		<ul style="list-style-type: none"> • CCDA • Media • Government • Bilateral and multilateral do-nors • Project benefi-ciaries • Private sector • Other regional stake holders • Communi-ties/Interested Individuals • NGO Profession-als
5.3.1.ii. Videos on YouTube	Ongoing	Communications Team and External contractor	<p>CCDA proposes to produce at least two videos per year highlighting major suc-cesses with testimonials or to act as an IEC tool. These videos will be hosted on CCDA's social media sites and website and will be given to local media to act as an infor-mation resource tool for the general pub-lic. Much longer video documentary will be produced and aired on local television station. Scripts will be developed by Comms team. Production will be out-sourced. CCDA is looking at producing at least 4 of these documentary on Climate Change Ac-tion. Production will be outsourced. CCDA is looking at producing at least 4 of these</p>	Through the number of likes, views and shares	<ul style="list-style-type: none"> • CCDA • Government • Bilateral and multilateral do-nors • Beneficiaries • Media • Private sector
5.3.1.ii. Pull Up Ban-ners	Ongoing	Communications Team/ External Print-ers	<p>CCDA proposes a couple of organiza-tional banners that is not project based and can be used for multiple visibility opportunities. Pull up banners will also enhance photo opportunities while maximizing visibil-ity.</p>		<ul style="list-style-type: none"> • CCDA • Government • Bilateral and multilateral do-nors • Project benefi-ciaries
5.3.1.i. Stakeholder Engagement/ Awareness Raising	Ongoing	Comms team MRV & National Com-munication	Assist the MRV and National Communica-tions Division with their Consultation Pro-grams. Also assist other Divisions that require Com-ms team expertise		<ul style="list-style-type: none"> • CCDA • Government • Bilateral and multi-lateral donors • Beneficiaries • Media • Private sector • Schools • Communities

ACTIVITY	TIME FRAME	RESPONSIBILITY	OUTPUT	M& E	AUDIENCE
Strategy 5.3 Promote awareness and use of climate change portal for CCDA and all relevant stakeholders					
5.3.1.i. Events/Workshops/Conferences	Ongoing	Comms team/Management	International, national and provincial awareness raising activities and events are important for promoting knowledge and understanding of Climate Change and networking with key stakeholders. These also offer an opportunity to raise awareness through distribution of materials, displays, presentations, speeches and press engagements. A list of events to be attended by CCDA and TWC partners will be prepared on an annual basis and updated as required. These will include regional networks in which PNG takes part, such as the Pacific Island Forum (PIF), Asia-Pacific Economic Cooperation (APEC) and Association of South-east Asian Nations (ASEAN). For each event it is important to have a strategy worked out in advance to identify target audience, key messages, activities and expected results. Therefore a separate document and/or concept paper will be developed to lay out the design and process of each event as necessary and required.		<ul style="list-style-type: none"> • CCDA • Government • Bilateral and multilateral do-nors • Beneficiaries • Media • Private sector
5.3.1.i. Journalism Awards	Ongoing	Comms team/Management	Climate Change/Environment/ Disaster Journalism Awards every end of the Year – this will provide an incentive to the working journalists to produce more stories. The awards night will be co-hosted by CCDA, CEPA, NWS, NDC and their project partners. Major Award will be a return trip for the winning Journalist to attend the COP meeting accompanied by the Best Performing Internal Comms Rep. Other categorized awards sponsored by Development Partners/Projects ie. Climate Change Award, Disaster Award, Environment Awards, Photography Award etc. CCDA will take the lead to organize this.		<ul style="list-style-type: none"> • CCDA • Government • Bilateral and multilateral do-nors • Beneficiaries • Media • Private sector
5.3.1.i. Climate Change Ambassador	Ongoing	Comms team/Management	Climate Change Ambassador – has to be a local celebrity/icon (Sports, Activist, Champion) – involve him/her in Awareness Raising Activities with the locals, schools etc. Media stunt to get coverage.		<ul style="list-style-type: none"> • CCDA • Government • Bilateral and multilateral do-nors • Beneficiaries • Media • Private sector • General Public
5.3.1.i. Social/Community Obligation	Ongoing	Comms team/Management	CCDA Board, Management & Staff (including Projects) are encouraged to be involved in activities that promote socializing with other stakeholders/communities, team bonding and health and safety awareness. Get involve in sporting activities, and other extra social activities that can be organized – corporate walks, etc.		<ul style="list-style-type: none"> • CCDA • Government • Development Partners • Private Sectors

ACTIVITY	TIME FRAME	RESPONSIBILITY	OUTPUT	M& E	AUDIENCE
Strategy 5.3 Promote awareness and use of climate change portal for CCDA and all relevant stakeholders					
MD's Bung and Learn Sessions (internal communications)	Monthly	Comms team/Management	MD's Bung and Learn Sessions – staff will be encouraged to do presentations bi-monthly. This is where highlights of the week will be shared internally. Venue will be on the ground floor.		<ul style="list-style-type: none"> • CCDA • Government • Development Partners • Private Sector



A typical Media Conference set-up where the mainstream media are given full access to interview a head of any organisation. In this photo, the mainstream media interview the Governor for West New Britain Provincial Government Mr. Williamson Hosea.

7. INTERNAL COMMUNICATIONS

Internally, communication will focus on CCDA's activities and, in particular, progress with implementation, program successes, updates for possible communication materials, such as social media updates and stories, event preparation and areas for strengthening and engagement with Government and external stakeholders. Internal communications will be managed by CCDA management team and the Communications team. Furthermore, to ensure appropriate levels of communication and engagement, communication lines are as follows:

The Climate Change Board and the Managing Director will be responsible for providing organizational oversight and operational updates to Government (Ministry for Environment Conservation and Climate Change), Senior Management, Staff and external stakeholders where relevant.

8. MANAGING DIRECTOR BUNG AND LEARN SESSIONS

Staff will be encouraged to do presentations monthly. This is where highlights of the month will be shared internally. Consultants from the projects will also be invited to do presentations.

9. RESOURCE CENTRE

A Resource Centre will be located on the ground floor of the CCDA office at the Dynasty Tower and will house a library of information both online and off the shelves for its stakeholders/users. The Media and ICT Branch will be setting up the Resource Centre soon with the support from its key development/delivery partners.

CCDA Internal Communication Protocols 2019

Refer to Annex 5 Media Guidelines. The CCDA staff under the current management have to ensure protocol becomes embedded into routine operating procedures of the institution. All must remember that a credible communication approach encourages staff towards a belief that the end goal is achievable. On the other hand, an active management commitment gives credibility to communication. Support from management must be visible.

CCDA Office Main Contact /Focal Point

Mr. Ruel Yamuna
Managing Director
Climate Change and Development Authority
P.O. Box 4017
BOROKO National Capital District
Email: ruel.yamuna@ccda.gov.pg or ryamuna959@gmail.com
Telephone: +675 72119097
Website: www.ccda.gov.pg or <http://www.pngiclim.net.pg>
International Focal Points for Projects/Programmes in-country

1. UNFCCC National Focal Point

Ms. Gwendoline Sissiou
General Manager, REDD+ & Mitigation
Climate Change and Development Authority
P.O. Box 4017
BOROKO National Capital District
Email: gwen.sissiou@ccda.gov.pg or gsissiou@gmail.com
Telephone: +675 71591005 or 74112493
Website: www.ccda.gov.pg or <http://www.pngiclim.net.pg>

2. Forest Carbon Partnership Facility (FCPF) National Focal Point

Ms. Gwendoline Sissiou
General Manager, REDD+ & Mitigation, REDD+ & Mitigation Division
Climate Change and Development Authority
P.O. Box 4017
BOROKO National Capital District
Email: gwen.sissiou@ccda.gov.pg or gsissiou@gmail.com
Telephone: +675 71591005 or 74112493
Website: www.ccda.gov.pg or <http://www.pngiclim.net.pg>

3. PNG Information and Knowledge Management Focal Point

Ms. Ethel Namuri
Media and ICT Manageress, Corporate Services Division
Climate Change and Development Authority
P. O. Box 4017
BOROKO National Capital District
Email: ethel.namuri@ccda.gov.pg or eamamuri@gmail.com
Telephone: +675 76009802 or 72093817
Website: www.ccda.gov.pg or <http://www.pngiclim.net.pg>

4. Green Climate Fund (GCF) Focal Point

Mr. Jonah Auka

Projects Manager, Adaptation and Projects Division

Climate Change and Development Authority

National Designated Authority (NDA) for GCF

P. O. Box 4017

BOROKO National Capital District

Email: Jonah.auka@ccda.gov.pg or jonahauka@gmail.com

Telephone: +675

Website: www.ccda.gov.pg or <http://www.pngiclim.net.pg>

5. National Determined Contributions (NDC) Partnership Focal Point

Mr. Alfred Rungol

General Manager, MRV and National Communication, MRV and National Communication Division

Climate Change and Development Authority

P. O. Box 4017

BOROKO National Capital District

Email: alfred.rungol@ccda.gov.pg or kaferinrin@gmail.com

Telephone: +675 77540875

Website: www.ccda.gov.pg or <http://www.pngiclim.net.pg>

6. NDC Hub Focal Point

Ms. Luanne Losi

Adaptation Manager, Adaptation and Project Division

Climate Change and Development Authority

P. O. Box 4017

BOROKO National Capital District

Email: Luanne.losi@ccda.gov.pg or lulan2431@gmail.com

Telephone: +675 72267020

Website: www.ccda.gov.pg or Portal: <http://www.pngiclim.net.pg>



ANNEX 1

KEY MESSAGES

The key messages will evolve with the situation in PNG within the context of understanding climate change and lessons learned through the monitoring, evaluation and learning (MEL) process.

REDD+	Example of messages for key decision makers in government and REDD+ related Technical Working Group members (Primary audiences and select secondary audiences)	Example of messages for general public (Tertiary audiences)
Relevance	Why is REDD+ relevant to PNG?	Why is the government's engagement in forests and climate change relevant to us?
	PNG can use REDD+ to incorporate forestry and land management into national strategies to mitigate climate change. REDD+ will deliver benefits beyond financial incentives, which include environmental services and biodiversity conservation, vital for PNG's economy and growing population. REDD+ will help contribute to PNG achieving its long-term goal (Vision 2050) of a more environmentally sustainable pathway to development.	<p>The destruction of forests releases Green House Gases that contribute to climate change.</p> <p>PNG has large areas of forest and many people and animals depend on forests for their survival.</p> <p>Taking care of our forest is part of PNG's plan (Vision 2050) to have a more environmentally friendly and economically sustainable approach to developing the country.</p>

Expectations	What can PNG expect from REDD+?	What can PNG expect from the government's engagement in forests and climate change?
	In addition to delivering benefits from environmental services and biodiversity conservation, REDD+ has the potential to generate financial benefits for Papua New Guinea from international sources and help increase cross-sectorial coordination and planning. However, it will also require significant and continuous levels of national efforts and investment. Any financial benefits under REDD+ are connected to measurable improvements of forest cover. In order to participate in REDD+, Papua New Guinea will need to undertake commitments to address the drivers of deforestation and forest degradation.	Taking care of our forests in a more sustainable way will improve the lives of our people, help protect our environment and make a significant contribution to the global effort to combat climate change.

<i>Context</i>	<i>When will REDD+ become a reality?</i>	<i>When will the government's engagement in forests and climate change become a reality?</i>
	<p>As part of the Paris Agreement (2015) under UNFCCC, PNG is currently preparing for REDD+ implementation to start in 2018. This will help address climate change by reducing greenhouse gas emissions from destroying the forest. To prepare PNG needs to develop a national strategy, forest reference level, forest monitoring system, and safeguards.</p> <p>PNG is taking a national approach to REDD+ by developing policies and measures to be implemented in / by relevant sectors to help strengthen their ability to address the drivers of deforestation and forest degradation. As per the <i>Climate Change (Management) Act 2015</i>, the CCDA is responsible for reporting to UNFCCC and coordinating implementation of REDD+ through a process that is transparent, participatory and equitable.</p>	<p>By 2018, the PNG Government expects to have ready a number of policies and list of actions it will take to encourage more environmentally sustainable use of our forests to help combat climate change.</p>

<i>Contribution</i>	<i>How do we help ensure REDD+ will work in PNG?</i>	<i>How can we help ensure the government's engagement in forests and climate change will work in PNG?</i>
	<p>Effectively addressing the drivers of deforestation and forest degradation requires the engagement of many stakeholders including numerous government agencies, the private sector, civil society and the rural population. This will ensure that REDD+ responds to the needs of the country, while reducing emissions from the forestry and land-based sectors.</p>	<p>What happens to our forests will have an impact on all of us so this makes protecting the forest everyone's responsibility.</p>

<i>Adaptation & Projects</i>	<i>Example of messages for key decision makers in government and Adaptation related Technical Working Group members</i> (Primary audiences and select secondary audiences)	<i>Example of messages for general public</i> (Tertiary audiences)
<i>Relevance</i>	<i>Why is Climate Change Adaptation relevant to us?</i>	<i>Why is the government's engagement in Climate Change Adaptation relevant to us?</i>
	<p>Adaptation & Projects executes projects that mainstream climate resilience into development plans to address country priorities that focus on vulnerable communities.</p>	<p>To improve our economic growth whilst reducing greenhouse gas emissions and enhancing climate resilience</p>

Expectations	What can PNG expect from Climate Change Adaptation?	What can PNG expect from the government's engagement in climate change Adaptation?
	<p>Most Adaptation Projects are aimed at increasing community resilience to the impacts of climate change and climate variability. Project outcomes look at “improving capacities of communities (currently in 24 vulnerable atolls and islands for the BRCC Project), also government agencies, and civil society to plan and respond to the impacts of climate change. The division has 9 thematic areas which require adaptive measures due to the fact that they are more climate change induced. The 9 areas are; Coastal flooding, inland flooding, food security, damage to coral reefs/coral bleaching, landslides, malaria & vector bourne diseases, climate induced migration, cities/towns & climate change and Water & sanitation.</p>	<ul style="list-style-type: none"> • The adaptation & projects division also works with other government agencies such as NARI, NFA, PNGPCL, NMSA, NDC and the DoH etc., as implementing agencies to support specific outputs under various projects. Focal points from these government agencies are also part of the Adaptation Technical Working Group (ATWG) Committee which meets annually.

MRV and National Communication	Example of messages for key decision makers in government and MRV and National Communication related Technical Working Group members (Primary audiences and select secondary audiences)	Example of messages for general public (Tertiary audiences)
	A robust MRV system that monitors climate change actions in PNG	
	To communicate PNG's official information on climate change, including PNG's greenhouse gas emissions as required by the appropriate international treaties.	

	Key Message	
Corporate Services	Effective Corporate Services that manages the internal and administrative affairs of the office to meet expectations of the overall organisation.	



ANNEX 2

CONSENT FORM

I, the undersigned, grant permission to the Climate Change and Development Authority (CCDA) to photograph, video record my image and/or voice. Permission is granted for CCDA to release, publish, broadcast or quote this material in public information programs and activities. Content procured may be included in future speeches, on the Internet, through multiple broadcast channels and print media. Use of content (image, audio or ideas) will not be used for commercial purposes.



Name: _____

Organisation: _____

Telephone: _____

Email: _____

Location: _____

Photographer's Name: _____ Date:...../...../20.....

ANNEX 3

STANDARD RELEASE AGREEMENT

(Parents/Legal Guardians)

I, the undersigned as the parent and/or legal guardian, grant permission to the Climate Change and Development Authority (CCDA) to photograph, video record the image and/or voice of my child. Permission is granted for CCDA to release, publish, broadcast or quote this material in public information programs and activities. Content procured may be included in future speeches, on the Internet, through multiple broadcast channels and print media. Use of content (image, audio or ideas) will not be used for commercial purposes.





ANNEX 4

CHECKLIST

helpful checklist for staff to go through to assess their current methods of internal communication in-house.



Below is a helpful checklist for staff to go through to assess their current methods of internal communication in-house.

- What are the current methods of internal communication? How effective are they?
- Which methods will work best for change, for different audiences?
- Who will lead the internal communication? Are they clear on the purpose of the communication?
- Is communication a standing item on the meeting agenda of the change management overseeing the change management process?
- What needs to be communicated? How? When?
- Are the messages clear? What is the purpose of the change? What does the authority want to achieve?
- What is the intended result of the communication exercise?
- How will it affect staff, their families, volunteers, contractors, suppliers?
- What are the benefits?
- What are the issues?
- What are the other impacts?
- How can staff find out more? Where can they go for answers? Who can they talk to - by telephone, email, face-to-face with their manager, team briefings, in change management workshops or other methods?
- Are the messages getting through to all levels, locations? Are supervisors well-informed and able to provide correct information, answers?
- Is the feedback from staff and others getting through to the change managers, the communication team?
- Is it being considered, acted on, acknowledged? Can people see that their views and suggestions count and that they are being listened to?
- Is the strategy working, what changes need to be made to improve the internal change communication?



ANNEX 5

MEDIA GUIDELINES

CCDA Internal Communication Protocols 2019

Refer to Annex 5 Media Guidelines. The CCDA staff under the current management have to ensure protocol becomes embedded into routine operating procedures of the institution. All must remember that a credible communication approach encourages staff towards a belief that the end goal is achievable. On the other hand, an active management commitment gives credibility to communication. Support from management must be visible.



Overview

This guideline is all about effective communication. Simply, it's using media and other communication channels to get your message to people that matter to you and CCDA.

Your relations with the media plays a strategic role in identifying, responding to and even creating trends, crafting appropriate messages and providing sophisticated communication methods.

CCDA has an excellent reputation in stakeholder engagement and coordination and enjoys strong relationships in-country as well as on the international level.

While acting on its mandate, the mainstream media is frequently interested in the Climate Change work CCDA is involved in. CCDA thus, has a responsibility to be open and responsive to their information requests because the media are among the many ways our stakeholders and development partners build their individual perceptions of CCDA and the work the organisation does.

Purpose

This Media Guideline exists to assure that information disclosed by the CCDA Management is timely, accurate, comprehensive, authoritative and relevant to all aspects of CCDA. Adherence to these guidelines is intended to provide an effective and efficient framework to facilitate the timely dissemination of information.

Scope

The Guidelines applies to all employees of CCDA as well as members of its Board (coming on board soon) and Management concurrent with the CCDA's Disclosure Policy. It covers all channels of communication with external traditional mainstream media in broadcast, electronic and print as well as internal communications. It further highlights how to deal with journalists to get your messaging across to your targeted audience.

Designation of CCDA Spokesperson

The CCDA Managing Director is designated as CCDA's principal media spokesperson and his Public Relations Officer is the media contact point. The PR officer has expertise in media relations and weighs each media inquiry to determine the best way to provide information in relationship with other information that is not yet public. The officer will convey the official CCDA Management's position on issues of significance or situations that are particularly controversial or sensitive in nature.

Among communications responsibilities:

- Increase public awareness and understanding of CCDA, on the mandated role CCDA as the Government's Climate Change focal point to UNFCCC, National Designated Authority (NDA) to GCF and on CCDA's future prospects as an Authority.
- Promote a positive public image of CCDA and the work it does to the audiences that are important to the authority, which includes key Government agencies, development partners, private sector partners, NGOs/CBOs, employees and the general public.

Depending on the situation, a CCDA senior officer apart from the Managing Director may be asked to be a spokesperson on a particular agenda due to their knowledge, experience and expertise. The PR officer will work with that designated spokesperson to prepare them for the media interview as needed. Preparation may include developing talking points as well as counselling, training and practicing for the interview.



Guidelines Talking with the Media

1. A reporter, producer or other media organisations may contact you for a number of Reasons; for example:

- To get information about CCDA and recent event announcements, achievements.
- To get information about a recent unexpected event such as natural disasters, theft or arrests, accidents or injuries; employee complaints, Government or disciplinary actions; etc.
- To get information or comment about an action or event that could impact our line of work, changes in government policies etc.
- To get general information on a topical story in your organisation such as changes in governmental policies, issues specific to CCDA, etc.
- To get comments on current or Climate Change breaking news and so on.

2. Refer all media calls to the PR Officer. Do not say you are not allowed to talk to a reporter or have to get permission to do so. Instead, tell the reporter: "CCDA Media Policy is to refer all media inquiries to the PR Officer. You can reach them at (telephone number)." In the event that the PR officer is unavailable all calls can be referred to a Communications Officer.

Whenever taking a call from the media, the same courtesy and professionalism

in which we approach customers (in doing business) should be displayed towards the media.

Act quickly when approached by the media to ensure that the reporter's deadline

is met. This is important because the way this call is handled may be the reporter's first impression of CCDA and that first impression may end up in the story published or the news segment broadcast. In order to promote our image, it is important to respond quickly, courteously and professionally to all media calls. Remember to contact the PR Officer if and when you have been approached by the media.

If you have been referred to talk to the media, the PR Officer will need your help to prepare a response for you. Do not let a reporter compel you to answer questions on the spot. It is always beneficial to prepare in advance in order to provide accurate and relevant information.

Guidelines for Photographs and Film

A similar process as described above will be used when someone from the media is requesting permission to take photographs or to film inside the office.

Refer the caller to the PR Officer. No one will be given access to your office for a photo or filming without approval from the Managing Director, and equally important, the MD will not give approval without talking in advance with the CCDA Media team on the purpose of the shoot. This is a joint decision between the MD and the CCDA Media team. Decisions will

be based upon a number of considerations including but not limited to:

- What does CCDA have to gain from the photo and filming?
- How much disruptions will this cause to normal working hours?
- What is the purpose of the shoot?
- Who is involved?
- Is there a need for a Script for the shoot?

A reporter or camera crew may show up unannounced at the CCDA office. This is

most likely to occur in crisis situations or, it could occur if the media learned about an event from an external source.

Know that the CCDA Media team will not send the media to the office without prior approval by the MD. When dealing with reporters and camera crews who may show up unannounced, then all staff should act with the same courtesy and professionalism as we approach customers. Contact CCDA Media immediately and let them know which news source is there. CCDA Media will contact the camera crew's news room or the print photographer's editor for clarification or speak to the crew directly to find out the purpose of their visit.

We cannot prevent the filming or photographing of common areas outside of our office building. Examples would include public parking lots, walkways, etc.

The following guidelines should be used when television camera crews or print photographers show up unannounced at the office.

- The media cannot enter CCDA's office to photograph or film without permission.
- The media cannot block the entrance to CCDA office or prevent people from entering the office or conducting business as usual.
- We can inform the media if our staff complains about the inconvenience caused in the parking lot or walkways.
- Be courteous and friendly, but also remember that no matter how congenial or affirming the reporter, photographer or camera crew are, everything you say and do, may be observed and reported by the media representative who is trying to make the news come alive for his/her audience.

Guidelines for Seeking Media Coverage

In circumstances in which you believe you have a positive news story to share

with the public, contact CCDA Media. It is the only office authorized to distribute CCDA news releases, pitch coverage of particular events or hold news conferences.

- Do not call a reporter directly without first consulting CCDA Communications Team.
- CCDA Communication Team will work with you to gather information and determine if and how the mainstream media should be contacted. Similar measures used by the editors and reporters will be considered to determine if your story is newsworthy.
- Some news items may be more appropriate for internal publicity such as the employee quarterly newsletter or other forms of employee communications for internal purposes.
- And remember, nothing is off the record

Getting the Most from a Media Interview

So you have distributed your media release, made your public appearance and you have some interest from journalists – and now a couple of them have called you and are asking you for an interview. What do you do?

The most important thing to remember is that this is an opportunity for you to get your messages to your key stakeholders, government, private sector, development partner, NGOs and the general public – make use of this opportunity.

1. Organise your messages/set your agenda
2. Develop compelling Messages
3. Understand the journalist's role
4. Know your audience and objective
5. Practice, Practice, Practice
6. Make them want to know more
7. Pick your time for interview wisely and remember Position Yourself as an Expert

ANNEX 6

MEDIA GUIDELINES

SOCIAL MEDIA SUBMISSION FORM

Instructions: This form may be used by CCDA staff or implementing partners to suggest draft content to feature on CCDA's social media sites. In the event that the officer does not have the form, the officer should send a brief description of the story via email to the communications team for publications.



Photo)	
Names	
Photographer credit	
Proposed first sentence of suggested Facebook post	
Proposed additional Facebook post content	
Proposed Twitter post content	
City and/or province featured, if applicable	
Influencers, experts, partners and beneficiaries to tag and engage	

HELPFUL TIPS

Deliver more impact

You only have one chance to catch (and keep) a user's attention. With that, please:



Be selective on what details to include, usually focusing on just one person, group of people and/or event.



Write in plain language and consider alternatives for technical terms.

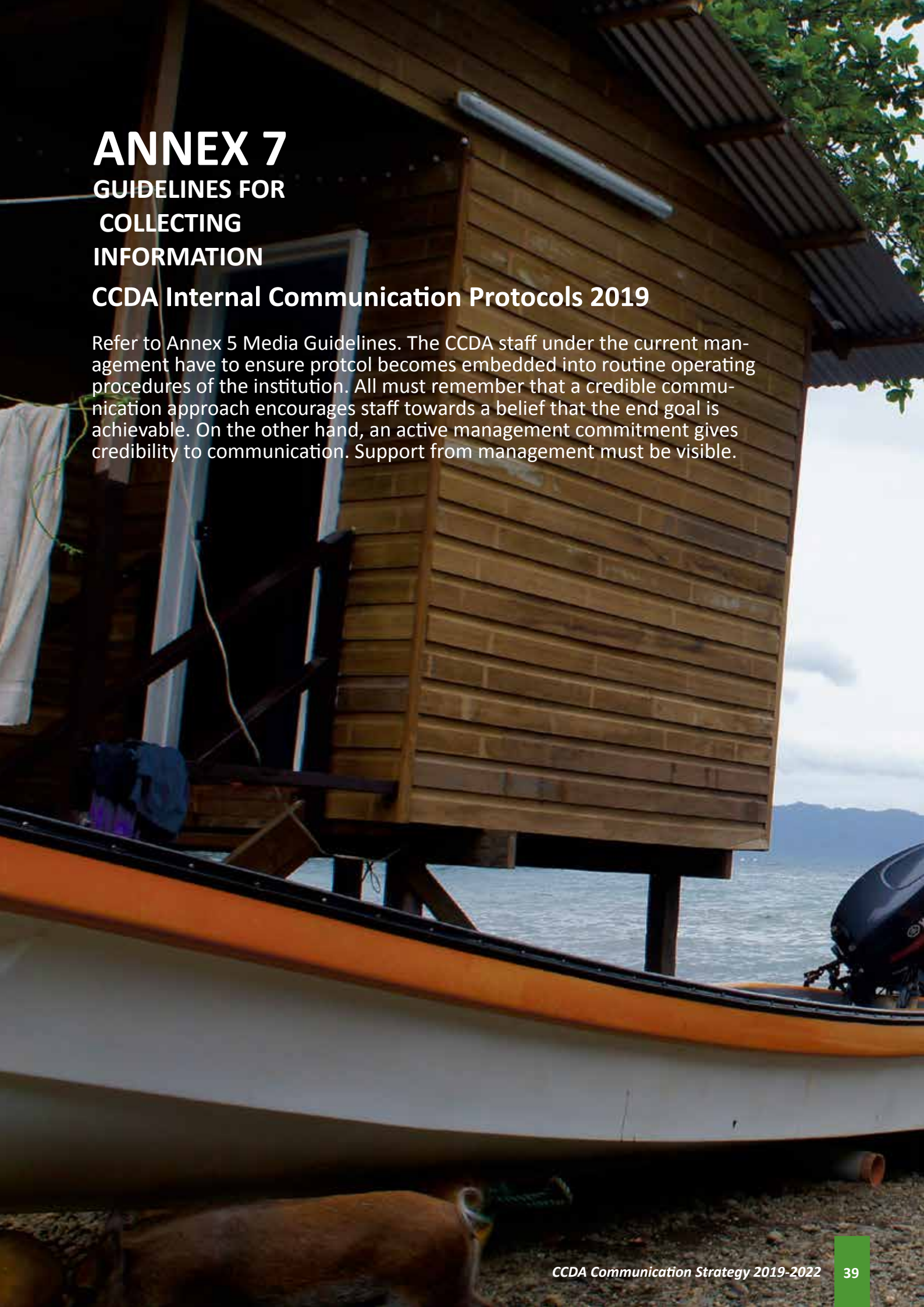


Use a positive, results-oriented tone, rather than dwelling on challenges.

Maximize your time

We value your time. Rather than trying to think of clever or creative ways to package your post, please focus on developing quality content. As such, do not:

- Create titles for your post. They are not used anywhere in the post.
- Compose individual captions for multiple photos. A main post will suffice.
- Submit posts that exceed the word limit. We will not accept overly lengthy posts.

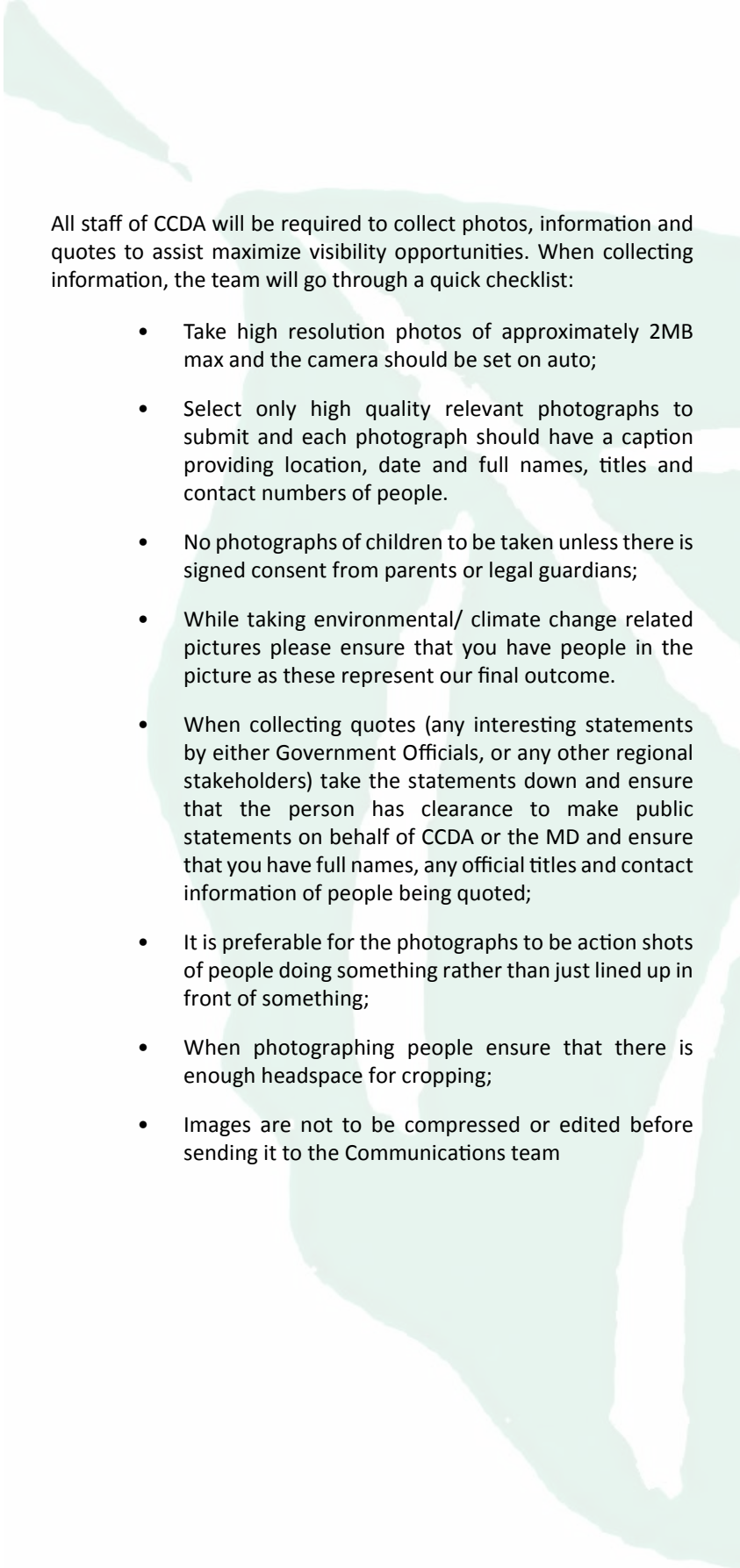
A photograph of a wooden building on stilts over water. The building has a corrugated metal roof and a wooden wall. A boat with an orange stripe is in the foreground. A dog is visible in the bottom left corner. The background shows a body of water and distant mountains under a cloudy sky.

ANNEX 7

GUIDELINES FOR COLLECTING INFORMATION

CCDA Internal Communication Protocols 2019

Refer to Annex 5 Media Guidelines. The CCDA staff under the current management have to ensure protocol becomes embedded into routine operating procedures of the institution. All must remember that a credible communication approach encourages staff towards a belief that the end goal is achievable. On the other hand, an active management commitment gives credibility to communication. Support from management must be visible.



All staff of CCDA will be required to collect photos, information and quotes to assist maximize visibility opportunities. When collecting information, the team will go through a quick checklist:

- Take high resolution photos of approximately 2MB max and the camera should be set on auto;
- Select only high quality relevant photographs to submit and each photograph should have a caption providing location, date and full names, titles and contact numbers of people.
- No photographs of children to be taken unless there is signed consent from parents or legal guardians;
- While taking environmental/ climate change related pictures please ensure that you have people in the picture as these represent our final outcome.
- When collecting quotes (any interesting statements by either Government Officials, or any other regional stakeholders) take the statements down and ensure that the person has clearance to make public statements on behalf of CCDA or the MD and ensure that you have full names, any official titles and contact information of people being quoted;
- It is preferable for the photographs to be action shots of people doing something rather than just lined up in front of something;
- When photographing people ensure that there is enough headspace for cropping;
- Images are not to be compressed or edited before sending it to the Communications team



ANNEX 8

BRANDING GUIDELINE

BRANDING GUIDELINE

The Climate Change and Development Authority (CCDA) Branding Guideline document will give guidance to CCDA Communications team as to how they can use the organisation's branding when they create anything new such as business cards, websites, banners, publications etc. basically anything that visually represents the organisation in any way. It will help tie in together all the different ways to present CCDA visually and further assist to create CCDA brand identity in the process. Whatever the scale of the organisation's role, creating style guide serves a practical purpose.

Logo Usage and Application

CCDA's visual identity is rooted in its logo. The CCDA logo was designed by a PNG professional artist in 2016 following a logo competition which ran for three months. The winning logo was announced in February, 2016 from 243 entries nationwide.

The CCDA logo depicts a cycle of a healthy environment, providing a healthy climate for a sustainable green economic growth. This aligns very well with CCDA's Vision "To be the leader in promoting climate resilience, low carbon growth and sustainable development".

Correct use of the CCDA logo:

- » **Use provided templates for all general and official correspondences (eg letterhead).**
- » **For any CCDA publication, the official logo must be placed prominently on the left hand**

corner or centred on the front of the cover page, separate to that of the PNG Government Crest on the right/next to CCDA logo (depending on the type of publication) or partner logos. All partner logos can be featured equally at the bottom of the cover.



Climate Change and Development Authority



Logo Usage and Application

- » **The CCDA logo must be placed at the back page of any publication with the full organization name and contact details.**
- » **Where there is limited space to feature the CCDA logo prominently (such as on banners, pamphlets, brochures, factsheets, maps or posters), it must be featured first (on top) in the line-up of partners**



Use this logo where there is limited space to feature especially on printed promotional material/items, branding on vehicles and publications.



CCDA contact details placement:

All CCDA publications must have the full organization name – The Climate Change and Development Authority (CCDA), along with the postal address PO Box 4017, BOROKO National Capital District, Papua New Guinea, the email contact info@ccda.gov.pg, the telephone contact number +675 74112403, the fax number +675 3257620 and the website details – www.ccda.gov.pg.

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This must always be placed next to the CCDA logo and placed clearly on the back cover of a publication. Where the publication is one sided – these contact details are to be placed on the cover and must be clear.

Logo Colours/Specifications

Waiting for artist to confirm on the specific colours

Typography

Helvetica bold 9

Use this font for the CCDA's full name below official logo

Cambria 9

Use this font for addresses/contact on official letterhead

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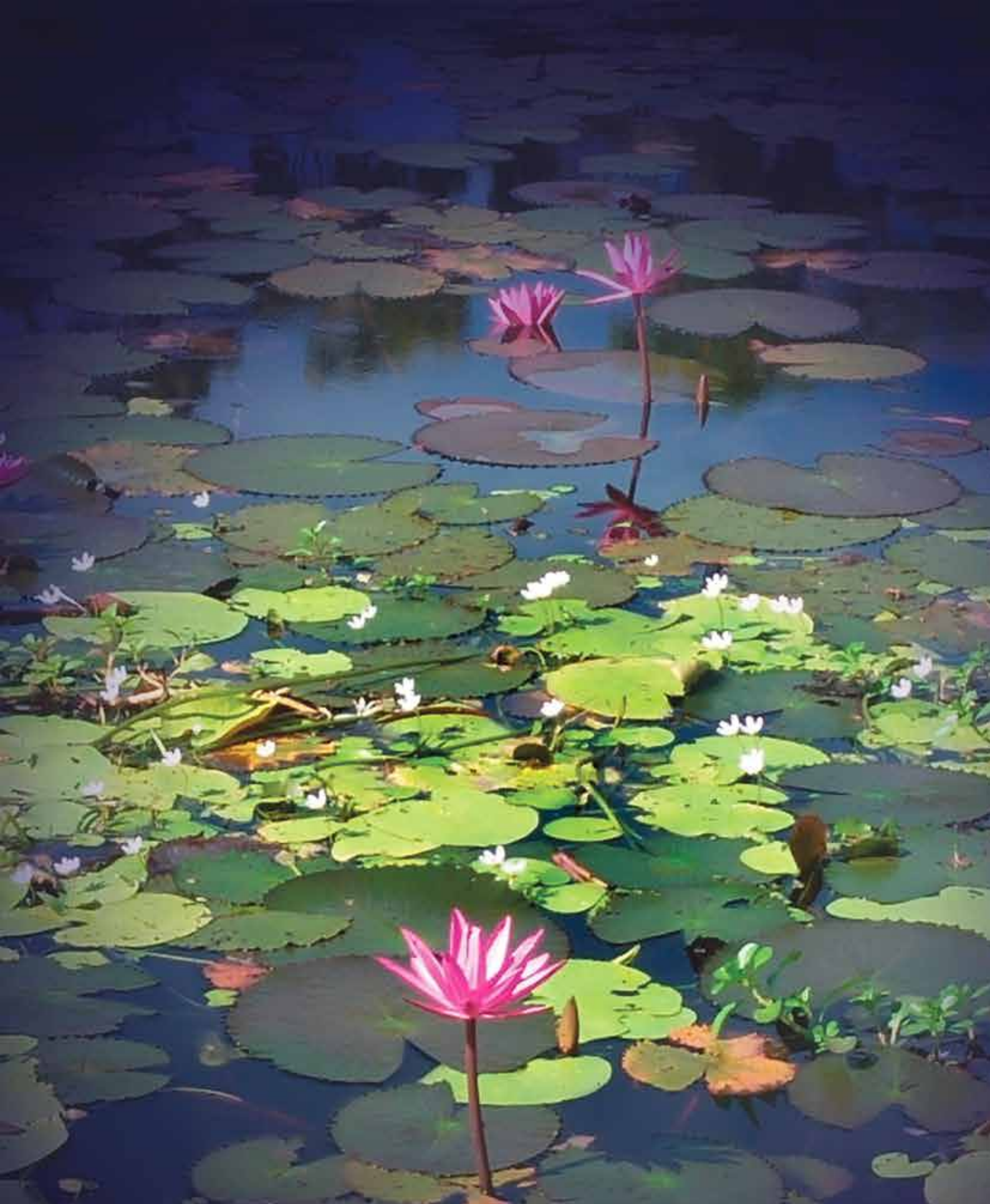
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