Rio Convention Environmental Project in Ukraine
Outreach / Marketing Plan
Draft: *September 24, 2014*
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Note: this document was submitted to vUNDP staff in Kyiv, Ukraine by a consultant, Ms.
Cravens, but it is not an official UN document or strategy.

Who is the audience for communications activities regarding the Rio Convention Environmental
Project in Ukraine?

Primary audience:

- project partners

- project funders

- government agencies with whom you are working, or want to work, or that are otherwise
  working on issues that could be related to the Rio Convention Provisions

- NGOs with whom you are working, or want to work, or that are otherwise working on
  issues that could be related to the Rio Convention Provisions, including addressing
  environmental degradation, climate change, prevention and response to natural and man-
  made disasters, and the environment's contribution to socio-economic development

- Academia with whom you are working, or want to work, or that are otherwise working
  on issues that could be related to the Rio Convention Provisions, including addressing
  environmental degradation, climate change, prevention and response to natural and man-
  made disasters, and the environment's contribution to socio-economic development

- UN colleagues, both in Ukraine and elsewhere (particularly those focused on projects
  related to issues that are a part of the Rio Convention, including addressing
  environmental degradation, climate change, prevention and response to natural and man-
  made disasters, and the environment's contribution to socio-economic development)

Secondary audience:

- the general public; while not your primary audience, there will be those that care about
  this issue and will be watching what you do, and perhaps even commenting on it

- the press; while not your primary audience, there will be those that care about this issue
  and will be watching what you do, and perhaps even commenting on it

You want these audiences to:
- know what your project is accomplishing

- know what each other are doing regarding to activities that might relate to the Rio
  Conventions, including addressing environmental degradation, climate change,

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prevention and response to natural and man-made disasters, and understanding the environment's contribution to socio-economic development

- know about sectoral policies, legislation, action plans, programmes and activities of national institutions related to addressing environmental degradation, climate change, prevention and response to natural and man-made disasters

- have their practical knowledge enhanced regarding integrating provisions of the Rio Conventions into the selected sectoral policies, programmes, action plans and normative base at the national, regional and local levels

- have their awareness and understanding enhanced regarding the environment's contribution to socio-economic development

- see the UN as a key player/partner in these overall activities

Facebook

The project already has a Facebook page, in Ukrainian:
https://www.facebook.com/bioundp
Sustainable development for Ukraine (Сталий розвиток для України)

In addition to posting information to this page, whomever manages this page also needs to "like" the pages of these (if such exist on Facebook):
- Ministry of Ecology and Natural Resources of Ukraine
- Ministry of Economic Development and Trade of Ukraine
- Ministry of Agrarian Policy and Food of Ukraine
- Ministry of Education and Science of Ukraine
- Ministry of Energy and Coal Mining Industry
- Ministry of Infrastructure
- Ministry of Regional Development, Construction and Housing
- Ministry of Social Policy
- any other State agencies you are trying to reach
- any NGOs you are working with or trying to reach
- any academia you are working with trying to reach
- any related UN programs or agencies

And whomever manages this page also needs to sometimes "like" the status updates of these other Facebook pages. Comments on the pages of others is also something to pursue, as appropriate. By liking and commenting on the pages of others, you will drive more people to the "bioundp" page.

Whomever manages this page also needs to let *[name redacted]* (or whomever he designates) know when they should share a "bioundp" page status update on the UNDP Ukraine Facebook page. If news is particularly "big", let *[name redacted]* (or whomever she designates) know that they should share a "bioundp" page status update on the UN Ukraine Facebook page.

Twitter

Create a Twitter account. Let me know if you need help with choosing a name.

On that account, create a list, call it "key contacts", and follow these accounts and put them on the list, if they are on Twitter:
- Ministry of Ecology and Natural Resources of Ukraine
- Ministry of Economic Development and Trade of Ukraine
- Ministry of Agrarian Policy and Food of Ukraine
- Ministry of Education and Science of Ukraine
- Ministry of Energy and Coal Mining Industry
- Ministry of Infrastructure
- Ministry of Regional Development, Construction and Housing
- Ministry of Social Policy
- any other State agencies you are trying to reach
- any NGOs you are working with or trying to reach
- any academia you are working with trying to reach

Examples of who to put on this list:

@ESG_SDG	@afreedma
@CDP	@IUCN_Water
@better_planet	@ClimateFinance
@YouthOnClimate	@enbclimate
@Go4BioDiv	@wbcsd
@ALTravelProject	@IUCNClimChange
@GYBN_CBD	@pa2f
@earthinbrackets	@stephanfaris
@charitywater	@CAREClimate
@FunGreenTips	@RECARE_EU
@savetheoceans	@IFDCnews
@futurewewant	@EldisClimate
@econewsnetwork	

If you want to create two different lists, or even more - one for government one for NGOs, one for Ukraine-only, one for international, etc. that's also fine. But the point is to get these key contacts on Twitter lists you can read *regularly*.

Create another list, call it "UN key orgs." Find UN programs and agencies anywhere that are focused on Rio Convention-related work, even indirectly. Put such on this list, and follow them.

For instance:

@jburgessclimate	@SustDev
@unredd	@UN_ClimateTalks
@UNBiodiversity	@UNFCCCDocuments
@UN_DSD	@UNCCD
@wbclimatechange	@globalcompact
@ClimateUNESCO	@UNUFlores
@cbaundp	@LimaCop20

You will need to check every other month or so to see if new ministries, NGOs or others with whom you are working or are trying to reach have created new accounts on Twitter.

You will be using this Twitter account primarily to follow and favorite, and to retweet others, for the most part. Also tweet out any message that you are sending out on Facebook. HOWEVER, do NOT set up an automatic gateway, where things posted to Facebook are automatically posted to Twitter; such gateways truncate (cut off) the text of Facebook messages so that they fit within Twitter's character limits. Instead, you need to write the content specifically for Twitter (however, graphic and photo links from Facebook can be used within such Tweets).

What to retweet from any of these accounts:
- anything that mentions Ukraine
- anything that would be of interest to your target audience

Web page

Ask *[name redacted]* to create page on the UNDP web site that
- summarizes your project
- that will repost your tweets automatically
- that has a link to your Facebook page

This will not have to be regularly updated; it will be automatically updated with whatever you put on Twitter.

Google Alerts for Media Monitoring

Google Alerts,https://www.google.com/alerts, will go through online newspapers and blogs and look for any information that you want it to – it wil then send you a summary every day or every week of what it has found. It's an excellent media monitoring tool, and will help you find information related to your project in Ukraine.

Suggested Google Alerts to set up (remember to use the quotes!):

• "Ukraine biodiversity"	• "Kyiv Rio Convention"
• "Ukraine climate change"	• "Kyiv fishing"
• "Ukraine water"	• "Kyiv environmental"
• "Ukraine Rio Convention"	• "Kyiv soil"
• "Ukraine fishing"	• "Kiev biodiversity"
• "Ukraine environmental"	• "Kiev climate change"
• "Ukraine soil"	• "Kiev water"
• "Kyiv biodiversity"	• "Kiev Rio Convention"
• "Kyiv climate change"	• "Kiev fishing"
• "Kyiv water"	• "Kiev environmental"
	• "Kiev soil"

I didn't suggest the use of the words "disaster" or "environment" or just "climate" because these words are commonly used in articles about politics or the conflict in the East.

Leverage UN Days

Leveraging UN International Days is a great way for UN country offices and individual UN programs to

- promote development and social goals that are the focus of their projects (health, education, tolerance, reconciliation, government reform, etc.)

- raise the profile for UN activities in the country with local government, funding governments, international NGOs, the press, local civil society and the general public

- reflect the UN Delivering as One / One UN policy

In other words, leveraging these days, including via social media, isn't just announcing an event; it's also a part of meeting specific program goals. And leveraging a UN day can be as simple as sending out a tweet and a Facebook message.

The list of UN International Days can be found here.
http://www.un.org/en/events/observances/days.shtml
That UN web page not only lists the days, but also links to more information about each day, including to the lead UN agency for a particular day (if any).

For international days that you celebrate somehow:
- write your tweets and Facebook messages in advance, if time allows; often, official UN web sites (linked from the aforementioned web page) have messages already written and ready for you to use. Have pre-written tweets in a file, ready to post, or, schedule them for posting automatically using Hootsuite.com or something similar.

- check the official UN page for any particular day for images, online posters, a message from the Secretary General, a designated Twitter tag, and any other information that

might be of use on the day. Note: SG messages are often posted only one day in advance.

- post a social message by 9:30 a.m. Ukraine time on the designated day, and use an associated Twitter tag as appropriate (for instance, for World Humanitarian Day, the tag in 2014 was #humanitarianheroes).

- retweet at lease one message about the day sent by the main UN account out of NYC, by the UN agency designated for the day, or by the Secretary General.

- the day after a UN day, have a look at your "notifications" on Twitter to see how many people marked a tweet as a "favorite" or retreated it.

21 March   International Day of Forests and the Tree
Tweet and post to Facebook, even write a press release, re: any work being done by re: helping the health of forests and trees in Ukraine.

23 March   World Meteorological Day
Look for ideas on the official page for this day for ideas about what you could tweet and post to Facebook about this day.

7 April   World Health Day [WHO]
Think about how climate change, biodiversity health, etc., affects human health, and look for something you could tweet out or post to Facebook re: your work or the issues you are focused on that relate to this day.

10-11 May   World Migratory Bird Day [UNEP]
Look for something amid all of your work or focus that has something to do with migratory bird species in Ukraine, that you could tweet about and post to Facebook. If you can't find anything, then retweet and share the official UNEP messages re: this day.

22 May   International Day for Biological Diversity
Look for something amid all of your work or focus that has something to do with biological diversity in Ukraine, that you could tweet about and post to Facebook. If you can't find anything, then retweet and share the official UN messages re: this day.

5 June   World Environment Day [UNEP]
This is a day which you should leverage not only with one tweet and one Facebook status update; think about a press release to issue, and several tweets and Facebook messages you could post on this day. If there is an event happening in Ukraine re: World Environment Day, try to be a part of it somehow, even if that means just going, taking photos, and posting them to Facebook and Twitter. Work with UNDP Ukraine and UN in Ukraine (*[name redacted]* and *[name redacted]*) re: what they might have planned for this day, and ask them to kindy retweet at least once re: something you share.

8 June   World Oceans Day
Look for something amid all of your work that has something to do with the health of the ocean at Ukraine's southern border, that you could tweet about and post to Facebook. If

you can't find anything, then retweet and share the official UN messages re: this day.

17 June   World Day to Combat Desertification and Drought
Look for something amid all of your work or focus that has something to do with the desertification and drought in Ukraine, that you could tweet about and post to Facebook.

16 Sept.   International Day for the Preservation of the Ozone Layer
Look for something amid all of your work or focus that has something to do with the air quality health in Ukraine, especially re: preserving the Ozone Layer, that you could tweet about and post to Facebook.

(First Monday in October) World Habitat Day
Same suggestion as biodiversity day.

10 November World Science Day for Peace and Development
Try to find *something* in your work that might relate to this day that you could tweet about and share on Facebook.

5 December   International Volunteer Day for Economic and Social Development
Highlight the work of UN Volunteers, as well as any Ukrainian volunteers (those without UN contracts, that help as volunteers whenever they might have time) that are doing anything with relation to the environment. But DON'T make this just a "we love volunteers" day. It is about volunteers for economic and social issues – focus on that, specifically, rather than volunteers doing "charity" (charity volunteers are great, but there's another day for that).

5 December   World Soil Day
This is the same day as International Volunteer Day for Economic and Social Development. Still, try to find *something* in your work that might relate to this day that you could tweet about and share on Facebook.

11 December International Mountain Day
If you can find something in your work that relates somehow to Mountains in Ukraine, tweet about it and share on Facebook about it on this day.

UNDP Twitter & Facebook accounts

Ensure that *[name redacted]* has something to tweet out occasionally regarding climate change-related activities. Tweets should be in both English and Ukrainian, and can include info about:
* an important meeting
* impending or past legislation
* an activity being undertaken by the government
* the results of any of the above
* activities related to any of the aforementioned UN Days

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Evaluation

Measuring your success re: communications activities:

- more invitations to you or others from UNDP for meetings and events associated with these topics

- more interaction with your target audience (they are seeking you out)

- more references to your work by your target audience (online, in reports, in meetings, in the press, etc.)

Reporting results: make this informal, via email, to your supervisor and *[name redacted]*. Let them know any of the aforementioned results, if you can show them, as well as let them know about high-profile social media activities (for instance, a government ministry retweeting your message).