



**Global  
Partnership**  
for Effective Development  
Co-operation

# Draft HLM-2 Communication Action Plan

This document presents a draft action plan for communications activities related to preparations for HLM-2. The document will be finalised in follow up to the Malawi Steering Committee meeting.

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## 1. Introduction

The Second High Level Meeting of the GPEDC (HLM-2) will take place in Nairobi, Kenya in November/December 2016 (tbc). As the flagship event of the GPEDC in 2016, HLM-2 will position the GPEDC as a centre of excellence for effective development cooperation providing a significant contribution to the implementation of the 2030 Agenda and the SDGs. It will also set priorities for the work of the GPEDC going forward.

This document identifies: (i) communications objectives of HLM-2; (ii) key messages, to be tailored to different audiences; and (iii) key communication activities and responsibilities in the run up to, during and immediately after HLM-2.

Effective communication will be essential for the success of HLM-2. At the same time, HLM-2 should be leveraged to support the GPEDC's broader communications priorities. This communication action plan should therefore be considered in conjunction with the overall GPEDC communication strategy for 2016. Messages and activities will be regularly updated as related preparations advance.

## 2. Communication Objectives

Communication activities for HLM-2 should support the key deliverable for HLM-2 – prioritising specific actions to improve the effectiveness, quality and impact of development co-operation and thereby contributing to achieving the SDGs – and achievement of the overall objectives for HLM-2, identified in the *Political Roadmap*:

- take stock of implementation of effective development cooperation principles and commitments;
- provide a learning space on effective development cooperation, showcasing successful examples and providing a mutual learning platform;
- identify and scale up initiatives and innovative approaches to development; and
- position the GPEDC as a centre of excellence for effective development cooperation, providing a significant contribution to the implementation of the SDGs and its financing framework.

Communication activities for HLM-2 should also support broader communication objectives for the GPEDC in 2016 by (i) **building broader awareness and understanding of/interest in the meaning and importance of effective development co-operation to achieve the SDGs, and the role of the GPEDC**; (ii) **capturing and sharing experiences and progress rooted in evidence**; and (iii) **energizing all actors to use, enrich and further shape the GPEDC narrative**.

This requires strong leadership among HLM-2 host, Co-Chairs, Steering Committee Members and other engaged stakeholders, with support from the Joint Support Team.. All efforts should aim at helping to translate technical discussions and findings into practical policy messages for immediate use by governments, civil society, parliaments, local and regional governments, the private sector and foundations, and international organizations.

Building on these objectives, communication activities for HLM-2 should:

- Ensure **strong visibility of HLM-2** as an inclusive forum that addresses global development challenges in development-oriented media and policy networks
- Enhance the understanding and awareness of the role of effective development co-operation and the GPEDC in supporting effective implementation of the SDGs
- Provide opportunities for **the full range of development actors, public and private, governmental and others** to showcase their work and partnerships in development co-operation.

- Reinvigorate **the GPEDC as a platform for learning (knowledge hub) on effective development co-operation and implementation of the development effectiveness principles.**

The activities outlined below, describe actions to use the HLM2 and its preparations to reach the GPEDC's target audiences (for more info on these please refer to the *GPEDC Communications Strategy*).

- Leaders and senior policymakers from national and local governments, parliaments, civil society, the private sector and foundations supportive of the GPEDC (including Global Partnership Initiatives)
- Country level specialists and experts involved in development cooperation policy
- International organizations
- Governments and organizations (including the private sector and civil society) working on development that are not yet involved with the GPEDC
- Media
- Other development-related communities

Additionally, promotion of HLM2 will be tied to a range of key 2016 events outlined in the *Political Roadmap*, including preparatory events, side events, major international meetings, and linking to UN processes, including through establishment of a "Group of Friends" of UN missions.

### 3. Key messages

Communications activities should reinforce the overall key messages for the **GPEDC**, contained in the *GPEDC Communication Strategy (Annex 2)*, in particular:

**To achieve the Sustainable Development Goals, we need to make full use of the potential of all development actors, improving their quality, effectiveness and impact.**

In addition, for the HLM-2:

Communication activities should reiterate that the 2030 Agenda emphasizes **enhanced development cooperation as key to eradicating poverty**. In particular:

- A common ambition to maximize the quality, impact, and effectiveness of development cooperation, and the effective use of development finance.
- New ways of actively working together among all relevant actors in line with their capabilities, strengths and needs.
- Broad-based country ownership is key to effective development co-operation.
- High-quality, relevant and timely data supports robust monitoring, and review of progress made.

Communication activities should **reinforce GPEDC's value-add:**

- The GPEDC's inclusive and open character is a vital asset, allowing a stronger contribution from multiple actors than can be found in other fora, and providing the Partnership with significant convening power. The GPEDC can further strengthen its convening power by better demonstrating its relevance to a broader set of key development actors, including through supporting innovation and serving as a knowledge hub.

- The GPEDC's voluntary and flexible nature is also an important asset. In combination with its inclusive character, it allows for candid discussion on sensitive issues; this acts as an important complement and brings value to discussions at the UN.
- The GPEDC is well placed to add unique value to the 2030 Agenda, contributing evidence on the quality of development partnerships and promoting behavioural change, including through monitoring and policy review of effective development cooperation; sustaining political momentum for more effective development co-operation; and supporting country-level implementation.
- The GPEDC's focus on country-level action and knowledge sharing provides the opportunity to be a “do-shop” rather than a “talk-shop”.

Communication activities should also **emphasize the specific importance of HLM-2:**

- One year on from the adoption of the 2030 Agenda, the Nairobi High Level Meeting of the GPEDC presents an opportunity to showcase how more effective development cooperation supports the implementation of the SDGs in practice.
- HLM-2 will demonstrate the GPEDC's relevance as an indispensable platform to support effective development cooperation implementation. Based on monitoring evidence from 80 developing countries, HLM-2 will take stock of progress and identify priorities to strengthen development impact.
- HLM-2 provides a mutual learning platform on effective development cooperation, to identify and scale up new initiatives and innovative approaches to development.
- Delivering the 2030 agenda requires the participation of all actors: HLM-2 will enable the full range of development actors to demonstrate how they produce long-lasting development results, and how they share lessons and identify ways to scale up proven solutions.

## Overview of key communications products, activities and responsibilities

			Production schedule											
	Lead in	Usage	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
While much of the communications content will be produced by Kenya, SC members, Core Group leads and others, the JST will play an overall coordinating role in designing, publishing and dissemination of materials.	<b>production</b>													
<b>KEY HLM-2 COMMUNICATIONS PRODUCTS<sup>1</sup></b>														
<b>Design of HLM2 Logo</b>	<b>Kenya</b>	Website, materials, in-person signage			✓									
<b>Flyer explaining the relevance of HLM-2, including engagement of various stakeholder groups</b>  <b>Guidance on content to stakeholder groups on preparing own flyers/products</b>	<b>JST</b> in coordination with Kenya, SC members, GPIs, and other stakeholders, also to provide	For SC members and others to mobilize constituencies at highest level, starting March 2016				✓	✓							
<b>Six HLM-2 session flyers</b> that capture objectives of HLM-2 sessions and highlight why each issue matters in the broader context of the 2030 Agenda and global challenges to people and planet.	<b>Core Group leads and members</b> with support from Kenya and JST	For SC members and others to help produce understanding of and interest in key substantive issues, starting March 2016 (building on concept notes)				✓	✓	✓						

<sup>1</sup> Production of a HLM-2 logo and branded materials (bags, notebooks, pens, umbrellas, USBs) is included in the HLM-2 operational roadmap.



		public, youth, experts and practitioners and all constituencies, increase visibility and public substantive dialogue												
Pursue <b>engagement with high caliber experts, writers, editors and bloggers</b> to produce lead-up content, attend and cover HLM-2	<b>Kenya + JST</b> with Co-Chairs and SC members			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
<b>Social media promotion and implementation of the social media tool kit</b> around #HLM2 or #GPEDC and @devcooperation	<b>JST</b> to Coordinate with Western development agencies and organizations, with support from Co-Chairs			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

### GPEDC SPECIFIC OUTREACH EFFORTS

Synergies with <b>activities around 2016 GPEDC milestone events and deliverables</b> outlined in the <i>Political Roadmap</i> and GPEDC communication strategy	<b>Kenya</b> and Co-Chairs with JST support	Make use of GPEDC substantive and outreach work to advocate for HLM-2 and mobilize stakeholders		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
<b>HLM-2 sub-page</b> on GPEDC website covering detailed and timely information on preparations.	<b>JST</b> with guidance from Kenya and Co-Chairs	Provide timely information to simplify engagement with stakeholders and logistics preparations		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Online discussion</b> on specific substantive aspects during	<b>Core Groups</b> with	Engage the more technical			✓	✓	✓	✓	✓	✓				

preparations (to be proposed to Core Group leads)	guidance from Kenya and JST	communities in preparations												
<b>PREPARATIONS FOR HLM-2 ACTIVITIES</b>														
Set up, and regularly convene, a <b>communications task force</b>	<b>Kenya</b> with support from Co-Chairs' Offices and JST	Coordinate all aspects of in-country communications activities and keep JST and Co-Charis informed		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
High-level <b>Press Conference</b> with press kit, signage for key journalists, media partners, bloggers etc.	<b>Kenya and Co-Chairs</b> with support from JST	Generate media buzz on site								✓	✓	✓	✓	
<b>Video and audio interviews</b> with participants	<b>Kenya and JST</b> to coordinate	Ensure meaningful engagement of journalists with participants										✓	✓	
<b>Live streaming</b> of plenaries and amphitheater sessions	<b>Kenya</b>	Provide access to widest possible audience online										✓	✓	
<b>Curtain raiser video</b> to show at the start of HLM2, showing/discussing progress to date in a compelling way and how best to move forward + inspire optimism.	<b>Kenya</b> with support from JST	Frame Opening Ceremony at HLM-2						✓	✓	✓				
<b>FOLLOW-UP TO HLM-2</b>														

<p><b>Video series</b> capturing HLM-2 highlights, GPEDC impact and progress on effective development co-operation</p>	<p><b>Kenya</b> with JST</p>	<p>Demonstrate value and impact of HLM-2 and GPEDC to broader audience</p>										✓	✓
<p><b>High-quality report</b> with key outcomes and plenary summaries, and short snapshot findings for quick use</p>	<p><b>Kenya</b> with JST and Co-Chairs</p>											✓	✓

## **Annex 1: Budget**

This HLM2 budget entails interviewing a number of high-level delegates, GPEDC leadership and partners at HLM2 for outreach and engagement beyond the event and throughout 2017, targeted outreach and cultivation of key journalists and media institutions both regionally and internationally for HLM2 participation, orchestrating a press conference on site in Nairobi, travel support for a handful of top-tier global journalists and content/media partners, as well as a handful of influential bloggers to cover the event. This also includes digital capacity and support to film + live-stream key plenaries of the HLM2 to an online audience. Finally, this budget includes bringing on board a communications consultant to support HLM2 communications activity and coordination.

- \$2,000 – Logo design for HLM2<sup>2</sup>
- \$20,000 – Travel, lodging and logistics for film crew to participate in Nairobi HLM2
- \$35,000 – Filming, editing and producing a series of videos capturing key HLM2 highlights, as well as individualized interview pieces discussing key issues, impact and progress of the GPEDC
- \$20,000 – Digital capacity and support to film and live-stream key plenaries, and conduct live, interactive social media activities leading up to and during the event
- \$10,000 – Organize high-level press conference on-site in Nairobi—space, equipment, live-stream, printed publications, press kits and signage.
- \$50,000 – Hire an HLM2 communications consultant (location TBD) to support implementation and coordination of key activities from March 2016 to December 2016, including the production of flyers, materials and managing social media engagement, along with on-site activity at the event.

*Total: \$137,000*

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<sup>2</sup> Costs associated with signage and other branded materials to be considered as part of broader Operational Roadmap.