

STDF COMMUNICATIONS PLAN

1 BACKGROUND

1.1. STDF's Goal of "increased capacity of developing countries to implement international sanitary and phytosanitary (SPS) standards, guidelines and recommendations and hence ability to gain and maintain market access" provides the overarching framework for the STDF communications plan.

1.2. The plan aims to support the delivery of STDF's work plan in line with the Medium-Term Strategy (2015-2019), which states, "Raising awareness at political and decision-making levels in developing countries and among the broader trade and development community, about the importance of strengthening SPS capacity and the need to invest in this area, will be central to STDF's work." And, in line with STDF's Monitoring and Evaluation Framework, the plan will help to identify and communicate results, strengthening STDF's focus on results based management.

1.3. As such, the plan has been developed as an overview document that brings together the core objective and audience for STDF communications, together with quick-win opportunities to develop and refresh a number of practical products, and channels to reach the target groups. More details of activities to be rolled out will be outlined as part of the 2017-18 STDF work plan.

1.4. The need for STDF to promote greater outreach was raised during the STDF Mid-Term Review. In addition, the STDF Policy Committee in 2015 made recommendations around developing user-friendly products and outreach, stating "Members were reminded of the need to raise awareness of the STDF and broaden its donor base... the Secretariat should consider development of a flyer highlighting the main accomplishments; a standard presentation; more use of social media."

1.5. STDF's Communications Plan aims to engage the full STDF partnership's dissemination networks and channels, supporting efforts to advance the Sustainable Development Goals, in particular Goal 17 on promoting policy and institutional coherence and multi-stakeholder partnerships. As a result, to effectively deliver the plan, targeted support to disseminate STDF material will be required from partners, donors and developing country experts, who "are responsible for the promotion of STDF in appropriate fora" (STDF Operational Rules), alongside the STDF Secretariat. To accompany the 2017-2018 STDF work plan a dedicated communications budget is proposed.

2 SITUATION ANALYSIS

2.1. To date, STDF communications has focused on delivering high quality material (knowledge products) and running well-received Working Group meetings to share the latest knowledge and good practice. The updated STDF website and E-newsletter have also been priority channels to disseminate information, alongside STDF presentations and sessions at a range of global and regional events. A number of STDF partners, donors and other organizations have also shared STDF publications and videos through their channels, including online platforms and at events.

STDF communications highlights in 2015

Events: STDF Secretariat participated in 18+ events to share information and build cooperation (including events in Africa, Asia-Pacific and Latin America and meetings in the US/Europe).

Materials: 5,300+ copies of Publications, Briefing Notes, Flyers and STDF Films were distributed. On YouTube the 2015 'Safe Trade Solutions' film was viewed nearly 1,400 times.

Website: 14,000 users visited from 200 countries (15% from Africa, 10% from Asia, 7% from Latin America). Popular pages: applying for projects; knowledge products; videos, and STDF overview.

E-Newsletter: 1,200 subscribers from 140+ countries received quarterly updates.

2.2. A number of STDF partners and donors are of the view that more can be done to expand the STDF's reach for more SPS stakeholders in developing countries to access and make use of STDF's knowledge products and capacity building support. Given that stronger communications can increase the demand on project resources, there is also a need to attract greater contributions to the STDF Trust Fund. As such, it will be important to raise STDF's visibility among the broader SPS, trade and development community to build awareness and understanding of what STDF can offer, including to potential new donors. An important element will be to profile the STDF partnership and to monitor the use and reach of information being shared.

3 OBJECTIVE, AUDIENCE, PRODUCTS AND CHANNELS

3.1 Objective and audience

Objective: *Promote awareness and uptake of STDF knowledge, tools and project support, and raise the visibility of the STDF.*

Audience

- *Developing country governments (Agriculture, Health and Trade)*
- *STDF partners and donors*
- *Other development partners and relevant Aid for Trade programmes*
- *Relevant international/regional organizations*
- *Private sector*
- *NGOs and universities*

3.1. The objective of the communications plan is to extend the reach of STDF's knowledge products and information on capacity building support to developing country governments (Ministries and Agencies working on Agriculture, Health and Trade) who can benefit the most from the support. STDF partners and donors, in headquarters and in regional/country offices, are also priority audiences to receive information on knowledge, tools and project support for uptake within their SPS-related programmes and initiatives. Other relevant international and regional organizations, private sector, NGOs and universities are targeted as interested stakeholders who can make use of the tools and engage with STDF, building greater coherence and collaboration.

3.2. At the same time, the aim is to build more awareness and recognition of the STDF across the broader trade and development community to extend the impact of STDF's activities and encourage donors to support STDF. This includes development agencies, regional development banks, Aid for Trade and other development programmes.

3.2 Products and channels

Products

Publications

- *STDF Annual Report with refreshed layout and a greater number of case stories; STDF Briefings*
- *STDF Factsheet (STDF at a glance and highlights); STDF Results Series (Project Factsheets)*

Multi-media

- *STDF Presentations (PowerPoint and Prezi); STDF Film Clip (STDF's unique role and added value)*
- *Video/presentation on how to access capacity building support and apply for projects*
- *Video/presentation on how to access and use tools (P-IMA, SPS capacity evaluation tools etc.)*

Digital

- *E-newsletter content on priority topics; articles, editorials and features on STDF results*
- *Refreshed, updated content for STDF website and Virtual Library; videos shared on YouTube*

3.3. Given the high quality of STDF knowledge products developed, the focus will be on a wider dissemination of the latest briefing notes, publications and films. To complement this, a select number of new products that break down the topics in an accessible and user-friendly format are proposed. The products will look at how to access STDF support and apply for projects, and how to access knowledge tools and good practice, such as on P-IMA and SPS capacity evaluation tools. They will include new videos/presentations, with examples of innovative approaches and successful projects. To promote wider access, updated content will go on STDF's Virtual Library and multi-media content will be linked to the YouTube channel.

3.4. In view of the cross-cutting, technical nature of SPS capacity building (covering trade, health and agriculture), the focus will also be to produce user-friendly materials on STDF's added value and results. The products will show how STDF complements and leverages wider development assistance and will promote the unique nature of the partnership and visibility of its members. To do this, the STDF Annual Report layout will be refreshed to highlight progress at a glance and include more case stories on STDF project experiences and results, as well as collaborative approaches. New products will include an STDF Factsheet summarizing STDF activities and results, STDF presentations in PowerPoint and Prezi and a multi-media film clip that brings STDF activities to life. To showcase STDF's results on the ground, a series of project factsheets will be developed. STDF results will be featured on a dedicated section of the STDF homepage and in a number of media articles and editorials in select publications covering the impact of trade on people's lives. In addition, E-newsletters on priority topics, including highlights of the STDF Working Group meetings, and how to get involved with STDF, will be sent out via the mailing list.

Channels

- *STDF events, presentations and workshops*
- *STDF website, E-newsletter, E-mail distribution list, Virtual Library, YouTube and LinkedIn*
- *STDF Partner, Donor and Developing country expert networks and regional/country offices: events, presentations, websites, E-newsletters and media/social media*
- *STDF Projects' communications platforms*
- *Other relevant organizations' platforms*

3.5. To deliver the communications objective the focus will be on mobilizing a broad network of dissemination channels. The STDF Secretariat will continue to share existing and new user-friendly tools and products at global and regional events, presentations and workshops. In addition, products will be profiled on the STDF website, through the E-newsletter and uploaded onto a more interactive Virtual Library. Low bandwidth options for multi-media and the use of hard copy distribution will be explored to facilitate greater access. A LinkedIn Group or other social media platform will be considered to support SPS professionals to exchange information and good practice, depending on available resources.

3.6. Disseminating STDF material to a wider developing country audience will involve leveraging STDF's partner, donor and developing country expert networks, including media and social media platforms. Partners, donors and developing country experts will be expected and encouraged to distribute material at events, presentations and workshops at headquarters and in regional/country offices. An STDF checklist setting out quick wins on dissemination is set out in Annex I. These channels will be complemented by using project partners' grassroots networks and other relevant organizations' communications platforms. Organizations implementing STDF projects are asked to profile STDF support, engage in outreach activities and share project case stories and results. STDF project communications guidelines are set out in Annex II.

4 RESOURCING

4.1. To deliver the plan, a dedicated communications budget is proposed in the 2017-2018 work plan.

4.2. The communications budget would cover support for a communications consultant to assist the STDF Secretariat to: implement and monitor the plan; develop user-friendly products; manage outreach at events; engage with the media; update digital content, and support the partnership to widely disseminate material. In addition, the consultant would work with organizations implementing projects to profile STDF and share results. The budget would support the

development of multi-media and other products, such as videos and website upgrades, including enhancing the Virtual Library platform.

5 MONITORING AND EVALUATION

5.1. To support STDF's results based management, progress on delivering communications activities outlined in STDF's 2017-2018 work plan will be monitored and evaluated on a regular basis.

5.2. To measure the reach and dissemination of STDF knowledge, tools and project support, information will be collected on material shared with target audiences at events, presentations and workshops. This will be based on reports from the STDF Secretariat and STDF partners, donors, developing country experts and other organizations. In addition, statistics on user profiles, views and downloads will be captured from the website, Virtual Library and YouTube. In future surveys on STDF, levels of awareness among the target audience can also be measured.

5.3. To measure the reach and recognition of the STDF, statistics will be gathered on: engagement with STDF's E-newsletters and news items; positive feedback generated on STDF across media and social media platforms, and feedback captured from the audience at events. This will include reports on dissemination activities from the STDF partnership and from project partners, as well as enquiries received by the STDF Secretariat and levels of interest in joining the partnership.

Annex I. Checklist for Partners, Donors and Developing Country Experts

1. Overview

As outlined in the STDF Operational Rules, partners, donors and developing country experts are "responsible for the promotion of the STDF in appropriate fora," through engaging relevant networks, platforms and channels. The STDF communications plan sets out the key role partners, donors and developing country experts play in promoting greater awareness and understanding of the STDF and its activities and in raising its profile and visibility. The checklist aims to support efforts to champion STDF's communications and will be reviewed and updated over time.

2. Checklist

STDF partners, donors, developing country experts and other relevant organizations are encouraged to promote awareness of the STDF, share information on funding and disseminate the latest STDF knowledge products through:

Digital updates

- Linking to the STDF website on relevant external websites and other digital platforms.
- Sharing STDF updates via relevant channels such as E-newsletters and social media.

Dissemination

- Sharing STDF news and resource material (hard copy and digital) across relevant channels at headquarter/regional/country level and with interested SPS stakeholders.
- Sharing case studies of collaborative approaches on SPS capacity building (informed by STDF work) to feature in the Annual Report/news articles.

Information sharing

- Encouraging interested SPS stakeholders to sign up to the STDF mailing list (via the website) and to get in touch with the STDF Secretariat for more information.
- Sharing details of relevant upcoming events with the STDF Secretariat to receive copies of STDF material for dissemination.

Outreach

- Organizing sessions to promote STDF and knowledge products/funding opportunities to interested SPS stakeholders.
- Exploring opportunities to match STDF funds to help to get projects implemented.

Virtual Library and YouTube Channel

- Sending SPS resources for the Virtual Library (capacity building guidelines; training materials; capacity assessments; project reports/evaluations; research papers, and articles) and videos for YouTube and directing interested SPS stakeholders to it.

3. STDF resource material

- STDF website (<http://www.standardsfacility.org>) and STDF Factsheet (http://www.standardsfacility.org/sites/default/files/STDF_Results_Factsheet.pdf)
- Annual Reports (<http://www.standardsfacility.org/stdf-annual-reports>)
- Briefing Notes (<http://www.standardsfacility.org/stdf-briefings>)
- Publications (<http://www.standardsfacility.org/stdf-publications>)
- Short films (<http://www.standardsfacility.org/video-gallery>)
- Virtual Library (<http://www.standardsfacility.org/library>)

To receive STDF presentations and hard copies of STDF material, contact STDFSecretariat@wto.org

Annex II. STDF Project Communications Guidelines

The Project Communications Guidelines are targeted at organizations implementing STDF projects and aim to support STDF's communications plan. The Guidelines include a section on Visibility - how STDF should be profiled in project material, and a section on capturing outreach and results - how to promote awareness-raising within projects and how to communicate results more widely. The Guidelines will form a core part of STDF project documents.

1. Promoting the visibility of STDF

STDF projects are expected to provide due credit and acknowledgement for the financial support provided by the STDF. The Guidelines aim to ensure that the STDF is profiled in a standardized way in project publications, media and audio-visual material, and across digital and social media platforms. Final versions should be shared with the STDF Secretariat and for review prior to their publication.

The STDF logo and website link should feature in all project content and visual material.

- STDF logo (available in English, French and Spanish and in .jpeg; .png; .eps format).
- STDF website: www.standardsfacility.org (in English, French and Spanish).

Reference should be made to the support provided by STDF (Standards and Trade Development Facility). All additional references should be reviewed by the STDF Secretariat before final publication. STDF's factsheet and presentation provide further information and are available from the website.

2. Capturing outreach and results

Targeted outreach activities support project delivery by raising awareness and understanding among beneficiary groups, which in turn contributes to the outcomes of the project. Communicating results and lessons from the project also supports STDF's monitoring and evaluation and raises project visibility.

i. Raising awareness

Projects can use a range of tools/channels to promote outreach and awareness-raising including:

- highlighting project results and lessons on the project page of the STDF website
- developing user-friendly leaflets/posters/publications/films in local languages
- highlighting the project through radio/newspaper/online features and articles
- sharing project resources online such as e-resources in areas with internet access
- organizing participatory community events such as workshops and trainings
- nominating local project champions to share messages through their networks

ii. Communicating results

Projects are requested to communicate planned results by submitting the Project Factsheet for the STDF website at the start of the project and updating it with the results achieved and lessons learned after the project is completed. This should include providing human case stories and photographs.

Human case stories

- Short human case stories should be developed that show women and men who benefitted from the project and the impact this has had on their livelihoods/income. Facts/figures to support the story should be included e.g. *project training led to an increase in sales by X %.*
- The person's name, occupation, where they live and how they were involved in the project should be included with quotations that show how they benefitted from the project.

Action photographs

- High-quality project photographs that show the project 'in action' should be taken. The photographs should be close-ups and overview shots focusing on people engaged in activities related to the project (including interviewees), for example, in the field, at the market.
- Captions and copyright for each photograph should be provided e.g. *"Cooperative from X District being trained on Good Agricultural Practices."*

- Photographs should be: taken with the subjects' permission; in focus; either in portrait or landscape view and fill the frame of the photograph; in .jpeg format and, in the highest resolution available on the phone/camera taking the photograph.

iii. Measuring results

To support STDF's monitoring and evaluation, projects are requested to measure the reach of communications activities and to share material (such as publications, articles, web links) with the STDF Secretariat. The STDF will profile project results, lessons and case stories across its network.

Measuring awareness-raising – some examples:

- number of publications/resources disseminated
- coverage of online media and press clippings
- number of website hits/e-resource downloads
- survey results from community events held
- number of enquiries and partners joining

To share project communications material and for more information and guidance, contact STDFSecretariat@wto.org