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COMMUNICATIONS STRATEGY AND VISIBILITY PLAN

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Project Summary

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Document Summary

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Executive summary

This document describes the Communication Strategy for the Women in Fisheries Against Violence Project, providing details on the strategy that shall ensure awareness and high visibility of the activities carried out during the project lifespan.

The primary goal of the Strategy is to ensure effective and efficient communication, visibility and proper branding for the project, while informing important stakeholders and the public about the impacts of the project. The main objective is to ensure that communication reaches the target group of the project within stipulated time, while raising awareness of the existence of the project and its impacts in both Ghana and the wider sub-region.

Related Strategy Objectives of the communication efforts are:

- To establish the project's visual identity and voice
- To raise awareness about the project, its objectives and its outputs by engaging with beneficiaries, relevant stakeholders and the public, thereby facilitating the achievement of the changes sought by the project.
- To give the project high relevance and visibility through advocacy campaigns to heighten media discussions on the anti-GBV policy agenda.
- To communicate with other similar or complementary projects and initiatives

The communication efforts target these key audience:

- The European Union
- Ministries, agencies and departments (Ministry of Fisheries and Aquaculture Development, Ministry of Gender, Children and Social Protection and Ministry of Interior)
- Local Governance Structures: Metropolitan, Municipal and District Assemblies
- Chief fishermen and Traditional Authorities
- Women and women's groups within the Fisheries Sector, (i.e., NAFPTA)

The Project communication will cover additionally: internal communication among project partners, other NGOs working against GBV, the media and the general public.

The achievements of WiFVEs will not only be relevant for the project's coverage area, which is why the project is committed to communicating and promoting the successes of WiFVEs Project widely to the general public in other regions and thereby contributing to national and international efforts towards eradication of Gender-Based Violence.

The communication strategy will make use of various communication tools, channels and activities which are further described in this document. The Communication Strategy is developed and led by Hen Mpoano and shall support and guide the communications activities of all project partners.



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Introduction

The Women in Fisheries Against Violence (WiFVEs) is a Three-Year EU funded project. The overall objective of the project is to achieve Gender Equality in Ghana by advocating against Gender-Based Violence (GBV), abuse and discrimination in Ghana's marine fisheries sector, to build capacities of fisher folk and their leaders to prevent and respond to GBV in fishing communities and to support law enforcement against GBV while improving access to Social Services and livelihood opportunities by women at-risk and survivors of GBV. The project covers two geographical areas; Central and Western Region of Ghana.

This Communication Strategy is to ensure effective and efficient communication, visibility and proper branding for the project, while informing important stakeholders and the public about the impact of the project. The main objective is to ensure that communication reach the target groups of the project in time while raising awareness of the existence of and impacts of the project in both Ghana and the wider sub-region.

The Communication Strategy was prepared with reference to *the Communication and Visibility Manual for European Union External Actions*.

Goal

Raise awareness of GBV issues in the Fisheries Sector by promoting the adoption of positive attitudes and behaviour towards the elimination of the menace.

Communication objectives

The Communication Strategy plays a crucial role in achieving the objectives of the project, besides more traditional communication objectives. Thus, the following general objectives have been defined for the Communication Strategy of the WIFVEs Project 2022-2025:

1. To establish the project's visual identity and voice through the creation of:
 - Project logo
 - Tag line
 - Billboards
 - signposts
2. To raise awareness about the WiFVEs project, its objectives and its outputs by working together with beneficiaries, relevant stakeholders and the public, towards the achievement of the changes sought by the project.

This will be done through the following:

- Workshops



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- Information campaigns
 - Articles and publications in mainstream media
3. To build Social Capital in support of anti-GBV activities through:
- Seminars
 - Conferences
 - Workshops
 - Information campaigns
 - Articles and publications in mainstream media
4. To communicate with other similar or complementary projects and initiatives making use of the following:
- Training
 - Study visits
 - Information materials (guidelines, handbooks, etc.)
 - Articles in mainstream media

Every activity will be supported with a range of related documents and materials. Typically, they will include reports, publications and print materials. Assessment Forms for training and conferences will also be used.

Terms and definitions

Table 1 Agreed definition of common terms associated with GBV

Terms	Definition
Gender	Refers to the roles, activities, and responsibilities connected to being a female or a male in a given society.
Gender Based Violence	An umbrella term for any harmful act that is perpetrated against a person's will, and that is based on socially ascribed (gender) differences between males and females
Best Practices	Methods that have been identified as most effective (i.e. produce significant reductions in poor outcomes or associated risk factors or significant increase in positive outcomes)



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Discrimination	Behavior that results from prejudiced attitudes by individuals or institutions, resulting in unequal outcomes for persons who are perceived as different
Financial abuse	when someone uses money or property to control or exploit someone else. It can involve: <ul style="list-style-type: none"> • taking someone's money or property without permission • withholding or limiting money to control someone • pressuring someone to sign documents • forcing someone to sell things or change a will
Emotional abuse	The repeated use of controlling and harmful behaviors by a perpetrator to control a victim,
Harassment	Persistent, ongoing behavior conveying negative attitudes towards an individual or group to make them feel intimidated and humiliated. includes name-calling, jokes, slurs, graffiti, insults, threats, rudeness and crude gestures, verbal or physical abuse.
Neglect	When a family member, who has a duty to care for you, fails to provide you with your basic needs. This can involve: not providing proper food or warm clothing failing to provide adequate health care, medication and personal hygiene (if needed) <ul style="list-style-type: none"> • failing to prevent physical harm • failing to ensure proper supervision (if needed)

Target audience

The Project communication is focused on the key stakeholders, who are the ones for whom the impact of the project will be most apparent and relevant.

The following target groups are identified for communication on Anti-GBV:

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- Ministries, agencies and departments (Ministry of Fisheries and Aquaculture Development, Ministry of Gender, Children and Social Protection, Ministry of Interior and Ministry of Education)
- National Association of Fish Processors and Traders (NAFPTA) and other women’s groups
- Local Governance Structures: Metropolitan, Municipal and District Assemblies
- Chief Fishermen and Traditional Authorities
- The Project communication will cover additionally: internal communication among project partners, media and the general public.

The communication matrix provides a visual of target groups, communication objectives, messages and channels proposed for each group.

Key Messages

Specific messages for the project would be developed around issues such as:

- Women’s advocacy against GBV
- Men supporting advocacy and action against GBV
- Support for GBV victims
- Specific Abuse
- Enforcement of existing laws
- Economic empowerment for women

Messages would be translated into local languages (Fante, Nzema and Ahanta) to facilitate spread and impact.

Project Logo

The logo for the project is;



This logo shall be used together with the logos of the European Union (Funding Agency) and Project partners (Hen Mpoano and CEWEFIA) in every activity.

Boilerplate

The following agreed boilerplate will be used across all joint materials:



“Hen Mpoano and CEWEFIA, through the European Union-funded Women in Fisheries Against Violence (WiFVEs) Project, are working to end Gender Based Violence within fishing communities in the Central and Western Regions of Ghana)”

Main Communication Channels

This provides a list of outlets/channels and tools to be used; which will be supplemented and revised during the course of the Project and according to any emerging needs.

The following instruments are proposed to deliver on the set objectives:

Mass media

Mainstream media (radio, online, TV and newspapers) have the potential to reach a large audience via mass communication. We take advantage of this wide reach to communicate the project goals, objectives and achievements to both our target audience and the general public.

Website

Use of project partner websites for sharing relevant information on the project and its progress (including events coverage, press releases, speeches, reports, agreements), to facilitate the work of the Project, promote its activities and share information with its beneficiaries, relevant stakeholders, media and the wider public.

All printed materials and reports will incorporate a link to the partner website. This will enable recipients of the documents to access the partner’s website for more information.

Interactive Drama

Two (2) drama performances would be recorded and screened in the target communities where a discussion would be generated to ensure a larger population of the communities are sensitized with information on GBV.

Table 2 Partners website address

Partner	Website
Hen Mpoano	www.henmpoano.org
CEWEFIA	www.cewefia.org



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Social media

The presence of the project on social media is central to accomplishing its goals and objectives. Social media will be used as a relevant tool to reach third parties and to interact with the general public. The project recognizes it as a powerful tool to achieve a multiplier effect on communication activities. On the basis of this, the project will use existing partners' social media accounts to communicate project goals, objectives and achievements. The various partners' profiles will be constantly updated to show WiFVEs as an active project to increase the impact and allow interactions with the audience.

The content will be generated by Hen Mpoano with the collaboration of the project partners. The partners will then publish the content on their Social Networks. This communication channel is expected to be rather efficient in communicating Project Milestones and establishing a strong presence.

Relevant **#hashtags** will be used to highlight project impact areas, **@Mentions** will be used to reference the EU as funding agency and other relevant institutions and **links** will be provided to direct visitors for more information on all partners websites.

Identified social media networks

- Twitter
- Facebook

Table 3: List of partners' Facebook and Twitter social media profiles

Partner	Facebook	Twitter
Hen Mpoano	https://web.facebook.com/HenMpoano/	https://twitter.com/henmpoano
CEWEFIA	https://web.facebook.com/cewefia.ghana	

Reports and other materials

To promote and communicate the project's objectives and outcomes, a number of reports, videos, presentations, banners, roll-ups, stickers and other materials will be produced. As the communication lead, Hen Mpoano will be responsible for these productions. Fact sheets and briefs will be designed and made available for distribution at relevant events and in digital version



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for websites. A promotional video explaining project objectives and outcomes will be prepared, in order to illustrate the impact and practical benefits resulting from the project.

Press Releases

The project goals and objectives; major achievements and milestones at special events will be communicated to targeted media houses through press releases. They will be written by Hen Mpoano with the technical contribution of CEWEFIA when needed and reviewed by the EU before their distribution.

Corporate/Internal Communications

Internal stakeholders for the WiFVEs Project consist of EU and implementing partners. The objective of corporate/internal communications is to fully document the work of the project, ensure all partners are up to date on progress, activities, deadlines and the particular needs of donors and officials. Ongoing communications among the team members, officials and donors must encourage a transparent give-and-take and must meet the unique needs of donors and officials.

Project Messaging Sheet

A messaging sheet will be developed and shared among all partners and staff to enhance coordinated communication. This concise document will contain the purpose, goals, aspirations and key activities for the project to ensure consistency of message in content and tone.

An orientation will be organized to ensure that implementing partners understand the project terminologies, approach, concept and key deliverables. The messaging sheet will also communicate the role of each partner to enhance the coordination among implementing partners and successful delivery of the project. Information sharing among the implementing partners will depend on full participation in good practices of information sharing to ensure effective management of communication operational messaging, timely delivery of communication products and events as well as timely drafting of public statements.

Implementing Partners

Hen Mpoano is the **lead** implementing partner while CEWEFIA is the **supporting** implementing partner. They would be involved in the day-to-day and on-the-ground information gathering and processing. This level of communication will involve lessons learning; information gathering and sharing of certain on-the-ground implementation communications; information processing and proper packaging.

Partners' commitment and active participation in the communication activities of the project are crucial to the success of the communication component of the project and by extension the successful implementation of the project. Therefore, all WiFVEs partners have committed to engage in the communication and dissemination activities, including identification of their stakeholders and suitable channels and tools for reaching out to them.

Continuous reporting on communication and dissemination activities will be conducted at partner level through established internal communication protocols.

Objectives

- Foster information sharing and lessons learning culture among implementing partners.
- Promote transparency and openness amongst partners.
- Ensure that implementing partners clearly understand the WiFVEs Project goals and share same vision.
- Promote effective, timely and consistent delivery of quality communication outputs.
- Promote teamwork, joint effort and coordinated communication
- Ensure that implementing partners are aware of internal developments before they are made public.
- Ensure all communications follow corporate style guidelines for effective branding
- Ensure consistent and clear messaging among partners

Key Message:

Working to raise awareness of GBV issues in the Fisheries Sector through promotion and adoption of positive attitudes and behaviour towards the elimination of the menace.

Channels/Tools:

- Meetings
- Reports
- Shared document drafts
- Emails

Deliverables/Products:

Technical/ progress reports; minutes of technical/partners meetings; field activity reports; reports of events; IEC materials; E-form entries; Success Stories, photos from field, newsletters



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Donor/ Funding Agency

The European Union is the funding agency for the WiFVEs Project. It will receive information that is refined and processed within the project indicators. The Communications Officer and the Project Manager will deliver all information to the European Union Focal Person.

Relevant feedback and advice will be shared with the implementing partners for appropriate action as needed.

Objective:

Project updates and results relative to contribution of the WiFVEs project are communicated to the European Union in a consistent, timely and efficient manner

Roles/Responsibilities

- The WiFVEs Project Communications Officer will lead, direct and coordinate all communications for the internal stakeholders. This will include facilitation of the e-mail group, mobile-based WhatsApp group, etc.
- The role will include circulation of processed information from the implementing partners to the European Union.
- The WiFVEs Project M&E Specialist will provide support to the Communications Officer for the streamlining of communication products and reporting relative to the M&E indicators.
- the European Union as the donor agency, has vested interest in the WiFVEs Project and will appraise overall Programme developments in a timely and consistent manner. They will provide regular feedback and advice the WiFVEs Project team for effective delivery and tracking on course.
- Implementing partners will provide day-to-day, on-the- ground information gathering and processing. These partners will serve as communication implementation team and will distribute communication products
- Communications Team will provide general guidance for the planning and implementation of the communication strategy, including drafting of the communication strategy and providing regular capacity strengthening including orientation training for staff of implementing partners.

Key Message:

a) Progress of the WiFVEs Project in the areas of collaborations, policy milestones, consensus building/political will

Channels:

- Meetings
- Monthly reporting;
- Phone Calls
- Emails
- Skype

Deliverables/Products

- Fact sheets
- Success stories/documentaries
- Briefing packs, annual and semi-annual reports,
- Internal communication review meetings,
- Newsletters,
- Issue Briefs

European Union Visibility Requirements

The project recognizes and understands the importance of promoting EU visibility. Every activity initiated or material produced and disseminated within the project will make reference to the EU as the funding organization, including the use of the EU logo. This will ensure that all attendees and recipients at seminars and round table meetings or any delegate reading a project brochure will be aware of the role of the EU in the project. All publications produced will be appropriately branded with the EU logo and refer to official EU sources including the EU Delegation for local communication and information.

This will be ensured through the use of:

- EU branding and identity on every printed or produced material
- EU funding inscription on every print material
- Visibility items such billboards, signpost, T-shirts, etc.
- The involvement of EU representatives in specific project events

External Stakeholder Communications

The purpose of the external communications is to contribute to the creation of supportive constituencies for policy and legal reforms, ensuring a blend of bottom-up and top-down approaches for effective resource management and voluntary compliance; and to ensure that relevant stakeholders and user groups participate actively in policy development and management processes at all levels.

The external stakeholder communications component will engage fisheries organizations and managers, fishing communities, media and the public. Strategically, the external communications component has been divided into three broader categories:

- i. Communications to Policy Makers and Enforcement Units
- ii. Women in Fisheries and Women's Groups
- iii. Men, Local communities, Media and General Public

Communications to Policy Makers and Enforcement Units

Stakeholders of this group are the main agencies responsible for the drafting and implementation of policies and legislative instruments relative to GBV and fisheries or coastal zone development, including FC, MOFAD, MOGCSP.

Objectives:

- Communicate and share the WiFVEs Project goals/objectives, methodology (blend of bottom-up/top-down,).
- Create platforms to build and enhance effective dialogue, engagement and enabling environment towards legislative reforms.
- Ensure all communications follow corporate style guidelines for effective branding.
- Conduct lively, broad, transparent stakeholder engagement.
- Build awareness and support for anti-GBV activities.
- Encourage engagement and solicit fresh ideas from all stakeholders.
- Foster a strong willingness and ability to comply with existing laws

Key Messages:

- Consensus building and awareness raising/ support for anti-GBV activities
- Create and enhance platform for effective dialogue among stakeholders for action against GBV within the fisheries sector
- Encouraging participation of stakeholders in decision-making, soliciting fresh ideas from all stakeholders and fostering strong willingness and ability to comply with changes

Channels:

- Communication Strategy meeting
- The WiFVEs Project event launch
- Review meetings
- Special event day celebrations
- Stakeholder engagements
- Partner websites



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Deliverables/Products

- Policy briefs,
- Fact sheets,
- Periodic information briefing packets,
- Newsletters,
- Articles
- video documentaries
- Partner website updates, document uploads, etc.
- Success stories

Women in Fisheries and Women's Groups

In line with the project's goal of tackling GBV in all its physical, economic, psychological and sexual manifestations in marine fishing villages, the project acknowledges women and women's groups as important stakeholders in advocacy and action against GBV. The project communications would specifically target women in fishing communities to build their capacities in advocacy and victim support.

Objectives

- Create awareness on GBV
- Publicize services available to victims and where to get them
- Train and build capacity of women's groups to advocate against GBV and support GBV victims within their ranks.

Key Messages

- Women play key roles in the fisheries value chain, stop the violence now!
- Gender equality, key to sustainable fisheries governance
- Violence against women and children is human rights violation
- Speak out, break the culture of silence!

Channels

- Stakeholder meetings within project communities
- Radio
- Community drama
- The WiFVEs Project event launch
- Press conference, press releases, etc.
- Special event day celebrations
- Media orientation workshops
- Media-outreach programmes
- Newsletters



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- Partner websites

Deliverables

- Training reports
- Success stories
- Radio programmes including discussions, dramas
- Radio jingles and announcements
- Billboards, branded T-shirts, branded calendars, stickers, banners

Men, Local Communities, Media and General Public

Media Orientations, Articles and Short Documentaries on GBV

Journalists for Responsible Fisheries and Environments (JFRFE) will be sensitized on the objectives of the project and findings of the baseline survey and gender-based violence analysis. Stipends will be provided for at least, four (4) journalists to facilitate their visits to project locations to further explore the issues of GBV and to develop stories and short documentaries. The project will explore opportunities to appear on television and radio discussion programmes to address gender and GBV related topics. At least, 4 stories will be published and 2 short documentaries produced to support local and national level advocacy against GBV in fisheries.

Press releases, articles and short documentaries on GBV will be produced to inform and engage shareholders especially government and policy makers on the need for policy reforms. The articles will carry people and development-centered stories that will appeal to duty bearers for action.

Objectives:

- Raise awareness of the WiFVEs Project goal and objectives to the public.
- Win the backing of local communities for legislative reforms and better protection for GBV victims.
- Engage media to influence public opinion on GBV issues.

Key Message:

Behavioral change will reduce GBV within fishing communities of Ghana.

Channels:

- Stakeholder meetings within project communities
- Radio
- Community drama
- The WiFVEs Project event launch



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- Press conference, press releases, etc.
- Special event day celebrations
- Media orientation workshops
- Media-outreach programmes
- Newsletters
- Partner websites
- Social media (if the European Union sanctions its use)

Deliverables/Products:

- Newsletters
- Documentaries
- Partner website updates and document uploads
- Success stories
- Radio programmes including discussions, dramas
- Radio jingles and announcements
- Billboards, branded T-shirts, branded calendars, stickers, banners

Placard Walks

Messages regarding GBV impacts on fisher folks' wellbeing, benefits of positive masculinities and femininities, responsible and sustainable fishing practices, GBV and fisheries intersections among others, will be articulated and disseminated in fishing communities. This will be done through placard walks, some of which will be timed to coincide with commemoration of world women's day events. Messages will also be transmitted via village criers. At least, 6 placard walks will be organized (over 36 months) and 18 campaigns held on village criers. CEWEFIA and Hen Mpoano will facilitate these activities in the Central and Western regions respectively.

Specific Messaging for Placards, Billboards, T-shirts and other IEC Materials

Based on the target specific messages above and the communications strategy workshop, the following messages have been developed;

- Women's lives also matter in fisheries, stop the violence now
- Say no to violence against women and children
- Women are key to food security, end the abuse now
- Real men protect, they don't abuse
- Gender equality, key to sustainable fisheries governance
- "I'm sorry", won't cover my bruises
- Women play key roles in the fisheries value chain, stop the violence now
- Violence against women and children is human rights violation

- Love me, don't abuse me
- Speak out, break the cycle of abuse
- Speak out, break the culture of silence
- Say no to abuse and discrimination against women
- No means no, refuse to be silent
- Increase surveillance, decrease violence
- Being silent promotes other violence
- Break the silence on women's violence
- Talk, don't abuse
- Domestic violence is a symbol of weakness and cowardice



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Table 4: Delivery methods

Target Audience	Communication Tools										
	Website	Social media (LinkedIn, Twitter, Facebook)	Reports	Briefs	Mass media (newspaper, TV and radio)	Workshops	Email	Meetings	Sign Post/ billboar ds and T-shirts	Events	Song sheet
The EU	*	*	*	*	*	*	*	*	*	*	*
Ministries and Government Agencies			*	*	*	*		*			
Local Governance Structures			*	*	*				*		
Chief fishermen, Konkohemaa and traditional authorities			*		*	*		*	*	*	



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Target Audience	Communication Tools										
	Website	Social media (LinkedIn, Twitter, Facebook)	Reports	Briefs	Mass media (newspaper, TV and radio)	Workshops	Email	Meetings	Sign Post/ billboar ds and T-shirts	Events	Song sheet
Women's Groups			*	*	*	*		*	*	*	
Partners		*	*	*		*	*	*			*
NGOs	*	*	*		*	*	*	*	*	*	*
General Public	*	*	*	*	*	*		*	*	*	
Media practitioner	*	*	*	*	*	*		*		*	*

Action Plan

The Action Plan comprises of the main events and actions to be carried out during WIFVEs project implementation. Many of the activities and actions included in the Action Plan were already defined in the project Grant Agreement and therefore the allocation of responsibilities among partners and the respective budget are already partly defined.



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Event	Partner responsible	Project Year																					
		1				2				3													
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4										
Develop factsheets	Hen Mpoano	*		*		*		*		*		*		*		*		*		*		*	
Develop documentary	All					*	*	*															
Develop brochures, flyers, posters	Hen Mpoano	*		*		*		*		*		*		*		*		*		*		*	



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Budget

1. Budget for the Action ¹	
Costs	Total Cost (in EUR) ³
Subtotal Local office	-
5. Other costs, services⁸	-
5.1 Publications⁹	-
5.1.1: Cost of publishing 2 articles in national dailies (Graphic & Times)	1,159.42
5.7 Costs of conferences/seminars⁹	
5.7.1: HM: Organize workshop to develop communication strategy on GBV in fishing communities and a Project Visibility Plan	
5.7.1.1: Stationery	289.86
	-
5.7.4: HM: Sensitization session for Journalists	
5.7.4.1: Stationery	40.00
5.8. Visibility actions¹⁰	
5.8.1: Design and printing of Calendars	7,240.00
5.8.2: Design and printing of stickers	250.00
5.8.3: Design and printing of pull-up banners for the project	521.72
5.8.4: Design and printing of Brochures	576.00
5.8.5: Cost of printing one page fact sheets and success stories	720.00
5.8.6.1: HM: Organize durbar and drama performances on relevant GBV topics	
5.8.6.1.1: Venue (Canopies, chairs, PA system etc) for Drama Screening	2,250.00
5.8.6.2: CW: Organize durbar and drama performances on relevant GBV topics	
5.8.6.2.1: Drama rehearsals - refreshment for 15 participants from 9 project communities	661.50



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5.8.6.2.2: Cost of drama troupe for performance	4,167.45
5.8.6.2.3: Video coverage for drama performance	441.18
5.8.6.2.4: Venue (Canopies, chairs, PA system etc) in 9 project communities	2,779.65
5.8.6.2.6: Media representation	1,323.54
	-
5.8.7.1: HM: Screen documentaries in fishing communities	
5.8.7.1.1: Fuel for the project vehicle (Litres)	136.96
5.8.7.1.4: Chairs, PA system etc	652.14
5.8.7.2: CW: Screen documentaries on GBV in fishing communities	
5.8.7.2.1: Hiring of chairs, PA system etc.	652.14
5.8.7.2.2: Transportation cost	529.38
5.8.8.1: HM: Organize placard walks and mass campaigns using village criers	
5.8.8.1.1: Printing of banners	30.00
5.8.8.1.2: Placards with messages	90.00
5.8.8.1.3: Cost of 200 "T" Shirts and Printing	700.00
5.8.8.1.5: Cost of Airtime (Radio) at 4 radio stations	800.00
5.8.8.1.6: Airing messages on village criers	130.50
5.8.8.1.7: Cost of Brass Band	261.00
5.8.8.2: CW: Organize placard walks and mass campaigns using village criers	
5.8.8.2.1: Printing of banners	30.00
5.8.8.2.2: Placards with messages	90.00
5.8.8.2.3: Cost of 200 "T" Shirts and Printing	700.00
5.8.8.2.5: Airing messages on village criers	130.50
5.8.8.2.6: Cost of Brass Band	261.00
5.8.9: CW: Involve Women in observing International World Women's Day Celebrations.	
5.8.9.4: Transport for media personnel	1,449.20



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5.8.9.5: Cost of printing 250 Polo-Shirts for 2 communities	1,425.00
5.8.9.6: Cost of drama troupe for performance	667.00
5.8.10: Project Launch	
5.8.10.1: Cost of drama troupe for performance during the Project launch	667.00
5.8.10.2: Media coverage from 2 media Houses	166.00
5.8.10.5: Cost of 110 polo shirts for Participants	495.00
5.8.10.6: Producing 2 Bill Boards for project visibility	1,300.00
5.8.10.9: Website of Partners for managing project visibility	500.00
Subtotal Other costs, services	98,962.47
6. Other:	
6.1: HM: Hire a team of journalists to develop and publish short documentaries and stories on GBV	
6.1.1: Consultancy fee for documentary production on GBV	1,600.00
6.1.2: Consultancy fee for short stories production on GBV	1,600.00
6.1.3: Appearance on national television	1,452.00
6.2.1: HM: Organize meetings to discuss campaign strategies, assign roles and responsibilities	
6.2.1.1: Stationery	40.00
6.4: HM: Implement training and sensitization Programme for institutions along the prosecutorial chain	
6.4.1: Stationery for training	80.00
6.4.9: Printing of 'T' shirts for 100 participants	360.00
6.5.1: HM: Conduct training for fisher folks in using rights-based approaches	
6.5.1.1: Stationery for training	80.00
6.5.1.9: Printing of 'T' shirts for 50 participants	180.00
6.5.2: CW: Conduct training for fisher folks in using rights-based approaches	
6.5.2.5: Printing of 100 T Shirts for participants	441.00



6.7: CW: Training in hygienic fish handling and short-term vocational skills	
6.7.1: Teaching and Learning materials for vocational skills	4,680.00
6.8.1: HM : Identify and revive dormant fisher folk associations and members	
6.8.1.1: Stationery for 9 meetings	360.00
6.8.1.3: hiring of chairs, PA system etc.	652.14
6.9: CW: Document narratives on social norms in fishing communities.	
6.9.1: Transportation to visit 18 communities	289.80
6.9.2: Hotel Accommodation	144.90
6.10: HM: Develop tailored training curriculum on GBV in fishing communities -	
6.10.2: Printing of Training Manual	800.00
6.11: HM: Create referral focal points for reporting incidence of GBV	
6.11.2: Local Public Address System Centers - monthly token for call cards and transportation	3,129.84
6.16.1: HM: Facilitate development of action plan for WIFVE Ambassadors	
6.16.1.7: Printing of 150 Polo Shirts for participants	661.50
6.17: HM: Set up reward systems for outstanding WIFVE Ambassadors	
6.17.1: Award Items (Plaques, Plastic Chairs, etc.) for 144 persons in 18 communities	4,161.60
6.19: CW: Facilitate access to incomes for women from vulnerable households using village savings and loans associations	
6.19.3: Printing of 120 Pass books for Village, Savings and Loans Association Groups	200.40
6.19.4: Manufacturing of 4 Metal Cash Boxes for the Village, Savings and Loans Association Groups	136.00
6.19.5: Stationery for training the VSLA Groups	173.60



Monitoring

The main objective of monitoring and evaluation is to ensure a high-quality communication strategy execution. The project has an overall monitoring and evaluation strategy to ensure the above-mentioned quality, however a separate monitoring focused on communication activities is vital as the impact of those activities contribute to the successful implementation of the project.

Like other activities under the project, the communications would contribute to project deliverable as and when needed. However, the communications strategy seeks to achieve these milestones in addition to project deliverables specified in the Project Monitoring Tool by the end of the project.

Table 6 Indicators of assessment

Indicator	2022	2025	Source and methodology
	Baseline	Target	
Accumulated number of reports produced	0	20	Activity, Quarterly and Annual Reports
Accumulated number of participants at events	0	600	Participant list
Accumulated number of online video views on project related communications	0	200	YouTube
Accumulated number of Facebook project update likes on project related communications	0	500	Partner Facebook pages
Accumulated number of Twitter project update likes on project related communications	0	500	Partner Twitter pages
Radio coverage	0	5	Radio Recordings, Pictures, videos
TV Coverage	0	2	Recordings, Pictures, videos
Newspaper Articles Produced	0	5	Newspaper readership



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