

Doc D: NAP Global Network Communications Strategy

Description of the National Adaptation Plan (NAP) Global Network

The National Adaptation Planning (NAP) Global Network works to enhance national adaptation planning and action in developing countries.

We work with bilateral donors and in-country actors to help coordinate their work on the NAP process. The Network also facilitates sustained learning and exchange between international peers working on NAPs.

Network Objectives

This document describes how communications activities will support the NAP Global Network's objectives of:

- 1) **Facilitating peer learning and exchange** on the challenges and opportunities associated with national adaptation planning and implementation.
- 2) **Improving coordination** of adaptation-relevant bilateral support, with developing countries at the table to ensure that this support aligns with their priorities.
- 3) **Supporting national level action** on NAP development and implementation

Communications Objectives and Target Audiences

To support the Network objectives listed above, particularly in the early Network-building stages, communications activities are expected to:

1. Increase awareness of the Network, its activities, and the pool of expertise on NAP that it represents (lead: Media & Communications Officer)
2. Increase number of participants in the Network (lead: Media & Communications Officer)
3. Promote sustained engagement with existing participants (lead: Network Coordinator)

This strategy focuses on external communications under #1 & 2 above. The Network's ongoing activities and approach to supporting sustained learning and engagement will be addressed through the Network's approach to sustained learning and engagement in its activities. Communications with Network participants, including e-newsletters with updates on opportunities to participate, will also leverage external communications materials by pointing them to relevant information and updates available online.

The Network's target audiences are:

- Bilateral donors providing NAP-relevant support (at HQ and field levels)
- Developing country government representatives involved in adaptation planning
- Civil society and academics interested and/or involved in NAP processes

Events

Targeted Topics Forums

Opportunity to raise awareness of Network activities in a country and region (ex. Inviting the press to the launch in Jamaica, hopefully with media pick-up extending elsewhere in the Caribbean).

NAP Assemblies

Opportunity to raise awareness of the Network among core audiences.

Upcoming conferences

- Adaptation Canada 2016
- Adaptation Futures
- Bonn intersessional negotiations (side event application pending)
- NAP Expo
- COP 22 in Morocco (tbc)

| Target audiences ranked by importance | Preferred/Appropriate channel of communication |
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| 1. Potential new bilateral donor members | <ul style="list-style-type: none">● Brochure targeting new donors● Video testimonials from current donors● Quotes from current donors (also for website, press release)● Powerpoint presentation |
| 2. Developing country government representatives involved in adaptation planning | <ul style="list-style-type: none">● Brochure highlighting benefits (eg, TTF, NAP Assemblies)● Two-page fact sheets on Network activities● Coverage in international press (ideally Guardian Development, Reuters Foundation) as well as in-country press (ex: Jamaican media at TTF in Kingston)● Motion graphic video with an 'elevator pitch' about the Network |
| 3. Civil society members interested in adaptation | <ul style="list-style-type: none">● Blogs on Network website● Press coverage of NAP Global Network activities● Twitter● Interviews via Soundcloud |