



NAP Global Network

Coordinating
Climate-Resilient
Development

Communications Strategy
18 March 2016



Network Objectives

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



Communication Objectives

- 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 #1 and #2.



Target Audiences

- » **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

(Photo: Trudeau and Obama, almost certainly discussing the NAP Global Network)



Strategy Delivery

Potential new bilateral donor members

- » Brochure directed at targeting new bilateral donors.
- » Video featuring current donors speaking about the Network's value.
- » Quotes from current bilateral donors for news releases, etc.
- » Powerpoint pitch for meetings with prospective donors.
- » Bilateral donor-focused section of the NAP Global Network site.
- » Guest blog posts about the value of the Network for bilateral donors.



Example

“Developing countries consistently call for better coordination of their support for adaptation—the range of different programs offered by different donors can be confusing for countries to navigate. Responding to this demand from developing countries, the NAP Global Network is an established platform for donors to come together and consider how their activities complement each other and align with developing countries’ priorities.”

– Meredith Ryder-Rude, U.S. State Department



Strategy Delivery

Developing country government representatives involved in adaptation planning

- » Brochure highlighting benefits (eg, TTF, NAP Assemblies).
- » Two-page fact sheets on Network activities.
- » Coverage of the NAP Global Network 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 elevator pitch about the Network.



Strategy Delivery

Civil society and academics

- » Network website and blogs
- » Press coverage of the Network activities
- » Motion graphic video about the Network
- » Twitter (Network has 350 followers, with a goal of 1000 by next TTF in September).



NAP Global Network
@NAP_Network

New research on USAID's experience with national adaptation planning: bit.ly/1TKU7mr
via @ClimDevJournal



Events

TARGETED TOPICS FORUM

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).

CONFERENCES

Examples:

- » Adaptation Futures
- » Adaptation Canada 2016
- » COP 22

NAP ASSEMBLIES

Opportunities to raise awareness of the Network among core audiences.



Questions

1 » What results would the Steering Committee like to see from the Network's external communications?

2 » What should the approval process look like for comms outputs that need are time sensitive (for example, responding to a major announcement on adaptation funding)?





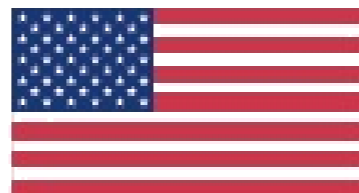
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