



COMMUNICATIONS STRATEGY

For CVF/V20 Communications

November 2016

Purpose

This strategy is focused on the Climate Vulnerable Forum (CVF) and Vulnerable Twenty (V20) Group approach to communication. The strategy provides a road map to the Forum's efforts to consistently drive climate change policy debate through its active voice in the communications sphere. This communication strategy aims to enhance the impact of CVF/V20 activities, further establishing key messages, identifying the target audience and approaches to communicating the Forum's interests, concern areas and priorities. The strategy also provides a mandate to the secretariat's communications support, which manages the channels of the CVF/V20 communications on behalf of the Chair, Troika and members. In this capacity, the secretariat will communicate the priorities and standpoints of the Forum as guided by this document, maximising opportunities to raise the CVF and V20 voice for impact and effective public engagement. The purpose extends to include suggested approaches that the Forum can adopt to improve communications.

Goals and Objectives

The CVF communications strategy is designed to facilitate and achieve the goals set out in the 2016-18 Road Map of the CVF:

- To influence international, regional and national climate change policies, strategies and actions to deliver maximum protection for countries most vulnerable to climate change, today and tomorrow, through urgent, expanded and effectively delivered responses that strive for consistency with the long-term below 1.5°C goal.
- To leverage the greatest possible co-benefits from actions undertaken to adapt and mitigate climate change in the most vulnerable countries.

The Forum's communication objectives, as outlined in the 2016-2018 Road Map, include to:

- Build greater awareness among the public of the grave risks incurred through ineffective responses to climate change, giving greater voice to the world's vulnerable countries and spotlighting the benefits of enhanced responses to climate change.
- Build and encourage wider acknowledgement from political leaders and policy-makers of the grave risks incurred through ineffective responses to climate change, and encourage cohesive action that is consistent with the long-term below 1.5°C goal.
- Work to increase attention to actions undertaken to address climate change by vulnerable countries, and through the work of this Forum, in order to inspire greater actions by countries, institutions, communities and relevant stakeholders worldwide, while not prejudging issues under negotiations at multilateral fora.

To strengthen the voice of the Forum (CVF/V20) this communication strategy aims particularly to:

- advocate the overall objectives of the CVF and V20 and mobilize resources for climate action;
- engage and mobilize with the key stakeholders effectively;
- engage and mobilize southern-led communications networks/groups;
- inform and engage individuals and communities in CVF member countries to strengthen their voices and encourage local action;
- demonstrate and highlight successes of the Forum;
- effectively communicate the purpose of the CVF and V20, which is to influence climate change policies in a national and international environment, while not prejudging issues under negotiations at multilateral fora;
- build greater awareness among the public to foster resilient communities;

- influence political leaders and policy-makers to take the required action to address the grave risks incurred through ineffective responses to climate change;
- give a greater voice to the world’s most vulnerable countries;
- spotlight the benefits of enhanced responses to climate change.

By working to increase attention to actions large and small undertaken to address climate change by most vulnerable countries and through the work of this Forum, such communications can serve to inspire greater action by countries, institutions, communities and relevant stakeholders worldwide.

The strategy also formally documents the responsibility of the CVF and V20 secretariat to publicly communicate the Forum’s climate change policy priorities with the goal of advancing the CVF’s contribution on all matters relating to climate change.

Example Audiences

Example audiences of the CVF’s communications includes but is not limited to: leading policy makers, government officials, non-governmental organisations and unengaged public audiences. The Forum has an additional focus seeking to connect with the general public and mainstream individuals who are disengaged from the direct impacts of climate change and are from developed countries that have greater influence on the state of our climate. It is the Forum’s aim to encourage these individuals to take small scale action and to pressure their respective developed country governments. In addition, the Forum seeks to engage with individuals who are experiencing the impacts of climate change so as to raise their voices through sharing their experiences, knowledge and to convey the desperation and fight for survival. In addition it is the aim of the Forum to promote the actions being taken on the ground by sharing specific examples of climate action in developing countries. Detailed example audiences will be agreed and reviewed on an annualised basis with the CVF Chair/Troika.

TABLE 1: Example Audiences

Example Audiences	What they need to know
Key government officials, political leaders and policy makers	<ul style="list-style-type: none"> - What we want to see as change in policy terms while not prejudging issues under negotiations at multilateral fora - The strong evidence base and supporter base for limiting global warming to 1.5C
Unengaged public audiences	<ul style="list-style-type: none"> - How climate change impacts their day-to-day life - We have the ability to make and promote change
Finance sector, private equity/Hedge Funds etc.	<ul style="list-style-type: none"> - Ambition is high for decarbonisation initiatives, bankable projects are increasing, high returns can be achieved
Youth, individuals, families and communities of CVF Member countries	<ul style="list-style-type: none"> - Their voices matter and their stories need to be shared to help progress the fight against climate change and share Forum successes - Mobilizing the general public to support local government leadership - Local groups can take action
Individuals (including youth) from higher capacity counties, whose governments have greater influence on the state of the climate	<ul style="list-style-type: none"> - How climate change also affects their day-to-day life - How they can improve their lifestyles while fighting climate change - How they can be a force for stronger climate action by their governments

Channels

The CVF/V20 does and shall employ a range of communications channels and activities to reach and engage example audiences, as outlined in Table 2.

TABLE 2: Communication Channels, activities and example audiences

Channels/Medium	Associated Task or Activity	Example Audiences
CVF, V20, #1o5C and South-South Centre Websites (list of all channels at Annex A)	Public information, that is raising public awareness and support of the work of the Climate Vulnerable Forum through strategic communications campaigns, media and relationships with civil society groups, shared on the CVF, V20, #1o5C websites and the CVF South-South Centre website(s)	CVF/V20 members; target policy makers; journalists; private organizations; partners and civil society
Social Media (list of all channels at Annex A)	Responding and engaging with Forum members and other stakeholders – posing questions to followers and users – use “we” and “our” to strengthen the CVF and V20 voice and impact	CVF/V20 members and stakeholders; senior politicians and leaders of other countries; general public; a non-climate engaged public audience and individuals
Radio and podcasting	Share informational and educational messages on climate change and climate action	Reach communities with limited internet access in particular in CVF countries
National Institutions, CVF Ministries, UNDP Country Offices	Work with and support the capacity of these networks so they can use their channels to distribute CVF communications, including in other languages	Individuals and communities in CVF member countries
Public Relations	Editorial (Op-Ed) Opportunities; magazine feature, special edition and special interest publication contributions/articles	Mainstream publications; best-selling international magazines; newspaper supplements
Media Outreach	Proactive relations with and/or support to select journalists to inform them of CVF and V20 plans and how CVF outputs can contribute to their work	Global and local reporters on climate change, the environment and finance
CVF Ambassadors	Engage public individuals with a strong media profile to advocate for CVF key messages and priorities	Amplify communications to key policy, private sector and public audiences
Campaigns (#1o5C)	Strategic information campaign with wide-ranging partners to mobilize public and political support for headline CVF and V20 priorities (e.g. #1o5C campaign on 1.5C)	Campaigns aimed to reach the broadest possible audience and to promote relevant regional and national narratives that effectively engage key stakeholders; policy makers; government officials; civil society and the general public
Events and Activities	Public side events and exhibitions at international conferences and strategic public spaces e.g. CVF contribution of the ‘1o5C’ Electric Vehicle Photograph to the Photo Exhibition: The Future We Want at Passaerelle UN Geneva; COP22; Quai Wilson Lakeside	Policy makers; government officials; civil society; the general public and international conference participants
Published Materials	CVF/V20 publications (Climate Vulnerability Monitor; Low Carbon Monitor; Issue Papers etc.); Flyers/brochures/booklets; a comprehensive document and presentation package	Policy-makers; donors; partners; and for sharing at international conferences and meetings
Email	Email signatures for use by the CVF Chair, Troika and Membership with key messages and links to CVF/V20 websites and communications channels	Policy-makers; donors; partners

Approach

The approach to communications shall be guided by the following parameters:

- **Personification:** CVF/V20 communications shall, wherever appropriate, employ the pronoun – “we” and “our” – to express the collective views and opinions of the Forum when communicating the key messages (as below).

- **Engagement:** CVF/V20 communications shall directly and deliberately engage external partners, including political leaders and official channels of partner institutions in order to further CVF/V20 communications impact. For instance, this can include tweets from the official CVF/V20 handle directly mentioning the handle of political leaders (heads of government/state, ministers and/or other representatives) and/or partners (institutions) that employ the key messages (as below) and advance CVF/V20 objectives.
- **Integration:** By increasing the capacity of communication sector of member countries to let them address different messages crafted by CVF, and also enable them to incorporate these into their plans, the CVF and V20 shall use a single and coherent set of communication channels to represent both the CVF and V20 initiatives.
- **Frequency:** CVF/V20 communications should be continuous and present a regular flow of information, including frequent press releases, statements and bulletins, and communications of other types, within the confines of available resources of members and secretariat in order to establish the Forum as a reliable and go-to voice and source of information on climate change, climate vulnerability, climate action and climate policy.
- **Partnership:** Communication methods include collaborating with fellow organizations, specifically southern lead communications groups and networks, including AOSIS, the LDCs, the African Group, and other partners whose messages align with the priorities of the CVF and V20, since the echoing of messages by other organizations and institutions will amplify the voice of the CVF and V20. This may include joint communication initiatives and collaborations, such as the #1o5C partner website, which is populated with communications contributions from all participating partners.
- **Impact/Reach:** Communications shall aim at widest reach and impact, including through the use of innovative and outreach initiatives and partnerships that engage audiences on the largest possible scale.
- **Languages:** Communications will be translated into as many languages as possible to enable a wider reach, bearing in mind that four UN languages (English, French, Spanish and Arabic) are shared widely by CVF member countries and limitations of resource constraints with respect to translation.
- **Knowledge sharing:** Using grass roots communications strategies including supporting and working with national institutions, Climate Vulnerable Forum Ministries and UN country offices to share knowledge and communications.

Tools

The CVF communication tools include public events and communication activities, including through online channels, as logged in the list at Annex A, to be supplemented with additional online social media channels (subject to evolving trends/new technology) and further websites based on a coherent multi-site platform as necessary/appropriate, including for the CVF South South Centre(s). Such channels are supplemented with communication to the information media, press releases (a large media list is maintained by the secretariat), periodic CVF/V20 newsletters, and other bulletins, including the CVF/V20 “Flashpoints”, which are emailed information notices for members and advisors only.

The United Nations entities and the host institution of the CVF and V20 secretariat provides a platform to spread core messages of the CVF and V20 through senior management statements and the extensive network of partnerships, projects and initiatives that can complement and highlight the CVF and V20. Establishing a list of climate change communications focal points through UN country and regional offices will enable a broader distribution of CVF and V20 communications materials if shared through their blogs, social media channels and wider networks.

The Forum should work to benefit from partnerships with organizations interested to support CVF communications, helping to maximize outreach and impact, and to highlight and encourage, in particular, South and South-South communication groups. Partner network communication channels, such as mailing lists (e.g. CLIMATE-L), and community websites will be additionally availed of as appropriate.

This Communications Strategy should be complemented by a communications plan that is regularly updated and pertinent to important global and regional/local communications opportunities.

Key Messages and Content

CVF/V20 communications will be guided by the two overarching messaging thematics of “survive” and “thrive” as outlined below.

Survive

Climate change is a matter of survival. It affects the safety of people everywhere. In vulnerable countries, climate change poses serious challenges to the enjoyment of fundamental human rights, to poverty reduction efforts and the survival of species and cultural heritage. In many cases, climate change threatens the economic viability of countries. For some, climate change threatens the very survival of nations. We must combat climate change to survive.

Thrive

Fighting climate change is an opportunity for increasing prosperity. Everyone will benefit from an environment safer from the most severe weather extremes, from cleaner air, less polluted water, and the safeguard of natural habitats and resources. Taking advantage of abundant renewable energy resources can help extend energy access, trade and fiscal fitness and generate new jobs while boosting growth. More importantly massive funds are available and waiting to be mobilized with the right ambition. We must combat climate change in order to thrive.

Other Key Messages

Further key messages will be derived from the following sources and should be short and precise—CVF officials statements are signed off in accordance with Chair/Troika indications or other CVF procedures:

- Recent or past declarations and communiqués adopted by High Level/Ministerial or Summit level meetings of the CVF/V20;
- Leader, High Level/Ministerial statements of the CVF Chair and/or members of the CVF Troika communicating in that capacity;
- Formal CVF/V20 statements delivered during the UNFCCC and/or in conjunction with other international fora or events.

Monitoring and Evaluation

- CVF, V20, #1o5C and South-South Centre websites should be designed to incorporate an aggregated counter for all social media channels;
- Progress towards the outlined objectives is to be measured both for online social media and via media tracking of articles that highlight the Forum and CVF top issues.

Budget

The secretariat will independently account the cost of realising the communications strategy as part of the project and trust fund reporting of the annual CVF/V20 Support Project/Trust Fund report.

Annex A

CVF/V20 Websites and Social Media Channels

CVF Website: www.thecvf.org

V20 Website: www.v-20.org

#1o5C partners website: www.1o5C.org

Exposure: <https://climatevulnerableforum.exposure.co/>

Twitter: <https://twitter.com/thecvf?lang=en>

Facebook: <https://www.facebook.com/ClimateVulnerableForum>

Instagram: <https://www.instagram.com/thecvf/?hl=en>

Pinterest: <https://www.pinterest.com/thecvf/>

Google Plus: <https://plus.google.com/+TheCVForg>