

ACP-EU Building Safety and Resilience in the Pacific Project (BSRP)  
Communications Activities 2016

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*Please refer to attached excel spreadsheet for media tracking. This is on average 6 articles per month for the project with a total of 75 articles for the year of 2016 that have electronic links. As you understand more articles have been in local newspapers around the region that are not posted online.*

Key outcomes include:

- Development of website: <http://bsrp.gsd.spc.int/>
- Completion of D+3 requirements ensuring all work plans are committed and able to be delivered to the end of the project.
- Development of 20 success stories and case studies
- 75 articles on BSRP across the year (average of 6 per week for the project)
- Large social media campaigns with strong results (see Annex 1) for example.
- Development of project materials for countries, country based delivery plans for 2017, travel work plan and key regional projects that are strategic in the disaster resilience and climate change space such as the development of a business toolkit for disaster resilience led by the communications officer in partnership with private sector and other key partners. Expected to be published in April.

If you require further information please contact Lisa Kingsberry at: [lisak@spc.int](mailto:lisak@spc.int)

Date/Month of Activity	Name of Activity	URL's of the publication of the press release, newsletter, video, documents, etc
January	<u>Work plan and annual report</u> <ul style="list-style-type: none"> <li>▪ Communications review of work plan for 2016</li> <li>▪ Completion of annual report and country based reporting</li> <li>▪ Creation of detailed communications plan for BSRP project.</li> </ul> <p>New website here: <a href="http://bsrp.gsd.spc.int/">http://bsrp.gsd.spc.int/</a></p>	
January	<ul style="list-style-type: none"> <li>▪ Media release / media work</li> </ul>	Water Tanks for Fiji (refer media matrix)
February	<u>Media work and Training</u> <ul style="list-style-type: none"> <li>▪ Support for Samoa's agriculture sector in recovering from Disaster</li> <li>▪ Naurua Meteorological Services, a first for DRM (new coordinator in country)</li> <li>▪ Vanuatu Lessons Learned report editing, layout and printing</li> <li>▪ Palau community disaster risk resilience training begins</li> </ul>	<ul style="list-style-type: none"> <li>▪ Media release see matrix</li> <li>▪ Media release and internal success story</li> <li>▪ High level government report completed</li> <li>▪ Media and training</li> </ul>
March	<u>Cyclone Winston response</u> <ul style="list-style-type: none"> <li>▪ Disaster message campaign.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Support for disaster response communications cluster on</li> </ul>

	Cyclone Winston calls for extraordinary partnerships with private sector (media and direct communications work)	<p>need to increased community messaging. Funding of messages via mobile phone to remote areas with health and disaster messages to those hit by category 5. Partnership with UNDP, Fiji's Agriculture Cluster, and the private sector.</p> <ul style="list-style-type: none"> <li>Helped in developing the key messages and text messages being sent and supported more than 300,000 messages being sent via Vodafone.</li> </ul>
March	<p><u>Success story and reporting work</u></p> <ul style="list-style-type: none"> <li>Palau schools remain open during drought conditions success story</li> </ul>	<ul style="list-style-type: none"> <li>Created success story whilst in Palau for Pacific Islands News Agency conference outlining the key impacts of the work achieved under the BSRP water tank programme for schools during the El Nino in Palau.</li> </ul>
April	<ul style="list-style-type: none"> <li>Website final design and content created awaiting approval</li> <li>Joint State Action Plan released for Chuuk State</li> <li>RMI Visit for EU Ambassador</li> </ul>	<ul style="list-style-type: none"> <li>Media release</li> <li>Media release, event management</li> </ul>
May – July  Cyclone Winston Lessons Learned Workshop	<ul style="list-style-type: none"> <li>Cyclone Winston Lessons Learned workshops in 5 Divisions</li> </ul>	<ul style="list-style-type: none"> <li>Media work for each separate workshop</li> <li>Communications training and education for each workshop</li> <li>Detailed advice on development of effective disaster awareness and training messages</li> <li>Development of event plan and social media plan/team for the Lessons Learned project running from May-July across Fiji.</li> <li>Awareness materials, banners, Perspex message bubbles for people to share their experience</li> <li>Documentary shot across 5 locations for Lessons Learned work produced and managed.</li> <li>Annex 1: Social media results TC Winston Workshops critical results from social media campaign: <i>Total of 455 posts over national workshop</i> <i>130,107 people reached on social media</i> <i>111 users across the globe using #LLFiji</i> <i>544,114 impressions on twitter</i></li> </ul>
July	<p><u>Communications project work</u></p> <ul style="list-style-type: none"> <li>Redesign of project materials in line with updated visibility plan.</li> <li>Visibility plan detailed and re-written in line with best-practice materials and behaviour change communications required</li> <li>Plan for D+3 financial commitments of communications budget</li> <li>Development of concepts for documentaries</li> <li>Develop key awareness projects for needed materials with countries</li> <li>Work plan for MOAs and required financial process for D+3 commitments in September 2016</li> </ul>	
July	<ul style="list-style-type: none"> <li>Tukuraki Village relocation due to risk of disaster</li> </ul>	<ul style="list-style-type: none"> <li>This community was flattened by a landslide in 2012 which killed a family and two young children. The village was then relocated to a temporary location where it was hit 10 months later by Cyclone Evan in December 2012.</li> </ul>

		<p>Then again in 2016, the community faced Cyclone Winston hiding in a cave to seek shelter. The BSRP project is funding a village relocation as part of the Fiji activities.</p> <ul style="list-style-type: none"> <li>▪ Documentary being edited at present.</li> <li>▪ Event for ground breaking complete. Awaiting finalisation of the community work to have an official village opening and welcome in January 2017</li> <li>▪ This made frontpage news in Fiji and also made international media</li> </ul> <p><a href="http://www.fijitimes.com/story.aspx?id=363410">http://www.fijitimes.com/story.aspx?id=363410</a></p>
June	<ul style="list-style-type: none"> <li>▪ Launch of disaster materials for DRM management</li> </ul>	<ul style="list-style-type: none"> <li>▪ Boats, 2 cars and a truck were launched with EU Ambassador, Vanuatu Government and SPC in Vanuatu. Media event and launch.</li> <li>▪ Banners, stickers, branding for materials purchased</li> </ul>
July	<ul style="list-style-type: none"> <li>▪ Cyclone Pam Lessons Learned Report officially endorsed by Vanuatu Government</li> <li>▪ FSM environment summit led by government media</li> </ul>	<ul style="list-style-type: none"> <li>▪ Management of event and launch</li> <li>▪ Media release</li> </ul>
August	<ul style="list-style-type: none"> <li>▪ Palau initial damage assessment training for disaster</li> <li>▪ Marhsall islands begins PDNA assessment for drought</li> </ul>	<ul style="list-style-type: none"> <li>▪ Media support</li> <li>▪ Media release and support</li> </ul>
September	<ul style="list-style-type: none"> <li>▪ Finalise commitments for D+3 of entire communications budget in line with project process</li> <li>▪ Detailed work plan approved. Key projects developed to promote disaster resilience more broadly and use innovative ways and partnerships to do so. This includes engagement of: <ul style="list-style-type: none"> <li>▪ <i>Communications consultant part-time to complete visibility plans in all 15 countries</i></li> <li>▪ <i>Graphic designer to support country based outputs</i></li> <li>▪ <i>Documentary film team engaged and two documentaries in editing and one completed by November</i></li> <li>▪ <i>Engagement of printing teams for publications in line with D+3 and tender process</i></li> <li>▪ <i>Agreement for joint regional media training with key CROP agencies in the region and financial commitment of process</i></li> <li>▪ <i>Branding and templates sent to all countries with new logo and all branding approved through EU channels</i></li> <li>▪ <i>Promotional materials (shirts, bags, solar charge phone banks) ordered and on their way.</i></li> <li>▪ <i>Media advertising for the duration of project purchased</i></li> <li>▪ <i>UNICEF joint disaster awareness campaign being heavily support by Communications Officer</i></li> <li>▪ <i>Development of critical disaster awareness tools</i></li> <li>▪ <i>Engagement of team to create disaster awareness toolkit for business being led by Communications Officer in partnership with UNISDR, UNDP, PiPSO and the Fiji Business Disaster Council. Expected to be published in April 2017</i></li> <li>▪ <i>Lessons Learned Report for TC Winston being edited and processed – communications team supporting</i></li> <li>▪ <i>Stickers printed and delivered for ALL countries</i></li> <li>▪ <i>Stickers for all vehicles in line with all branding requirements and signed off by EU</i></li> </ul> </li> </ul>	
September	<ul style="list-style-type: none"> <li>▪ PIEMA biennial meeting in</li> </ul>	<ul style="list-style-type: none"> <li>▪ Event plan, social media management, press release,</li> </ul>

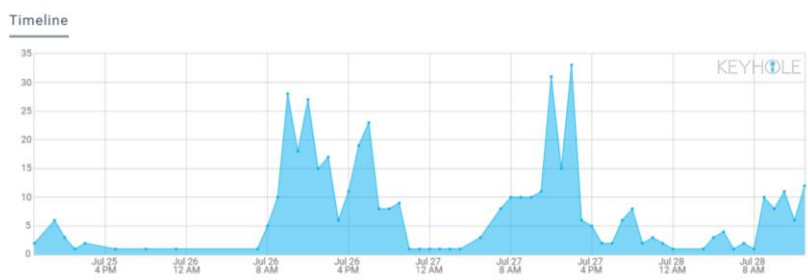
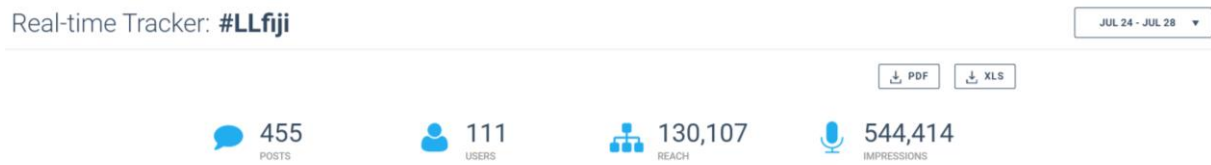
	Brisbane, Australia	branding and materials
October	<ul style="list-style-type: none"> <li>▪ PNG: Disability inclusiveness workshop</li> </ul>	<ul style="list-style-type: none"> <li>▪ Media event support, media release, government partnership support, EU attended</li> </ul>
October	<ul style="list-style-type: none"> <li>▪ Lead communications on Pacific Resilience Week partnership.</li> </ul>	<ul style="list-style-type: none"> <li>▪ This partnership is a joint programme with UNISDR, UNOCHA and the BSRP Project. The communications team were the lead communications on the development of the event plan, key messages, joint branding, briefing and management of the entire 10 day event. This resulted in 21 independent press articles covering the event but also promoted our work in partnerships in the region and worked directly with the 15 countries involved in our project for months before the event.</li> </ul>
November	<ul style="list-style-type: none"> <li>▪ Emergency Operations Centres open in Western Division of Fiji</li> </ul>	<ul style="list-style-type: none"> <li>▪ Event management and media, media release, printing of materials and plaques.</li> </ul>
Documentaries	<ul style="list-style-type: none"> <li>▪ Lessons Learned Documentary completed (in final editing at present)</li> <li>▪ Phase 1 of Vanuatu Fire Support documentary in progress. Completion by January 2017</li> <li>▪ Tukuraki Village relocation in progress completion by January 2017</li> </ul>	

# ANNEX 1

## Social Media Results for TC Winston Lessons Learned Workshop

Cyclone Winston was the largest cyclone to hit Fiji in recorded history and the largest to hit any country in the Southern Hemisphere. This campaign was managed for the duration of 3 days across the national event with a full campaign team supporting the distribution of critical discussion throughout the LL workshops.

### 1.1 Statistics of tweets/social media across event



### 1.2 Topics and top tweeters on #LLFiji

#### Top Posts

RT / Likes	Klout	Recent
Pacific Live tweets @spc_live on Jul 26 Participants from Fiji community @UNOCHA_RDP @SerFiji @FijiGov_RMDNDM presents lesson learnt on #TCWinston #LLFiji https://t.co/PwRDKTLB8l #		14
Fiji Yth 4 Democracy @FijiYouth on Jul 26 Where are @FijiPM's #TCWinston Relief Funds? https://t.co/P1blctz02N #WinstonReliefAccountability #LLFiji #FijiPOL https://t.co/OemYdsh5Ra #		14
Pacific Live tweets @spc_live on Jul 26 Tropical Cyclone Winston Lessons Learned Workshop begins. As. Min Mr Cawake says d mg bill \$2.8bn for Fiji #LLFiji https://t.co/LMyqdzZnw #		13
Colin Tukuitonga @ColinTukuitonga on Jul 25 Helping to build stronger more resilient #Paific region to disasters. Proud 2 su...		12

#### Related Topics

Hashtags

Keywords

#### Most Influential

Engagement	Klout	Frequency

#### Recent Users

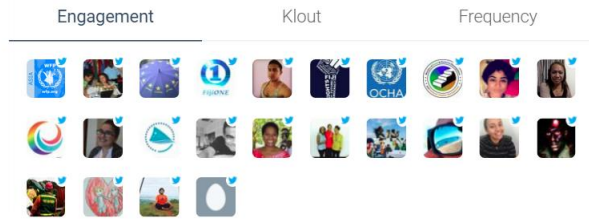
Users

#### Top Sites

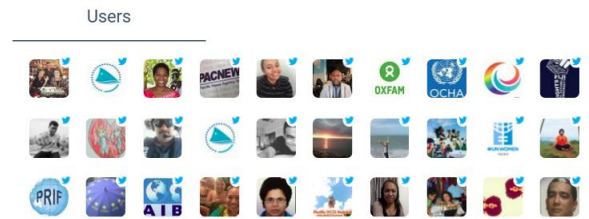
#### Location

### 1.3 Global reach of the social media campaign

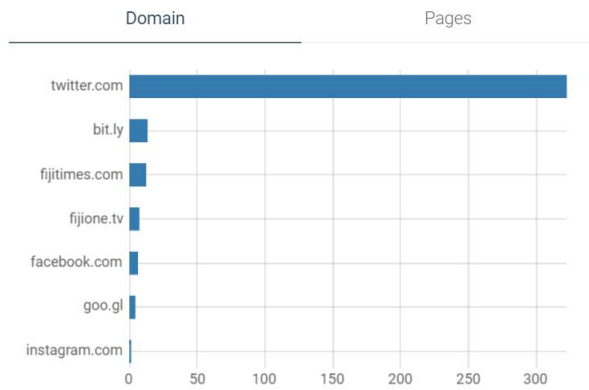
#### Most Influential



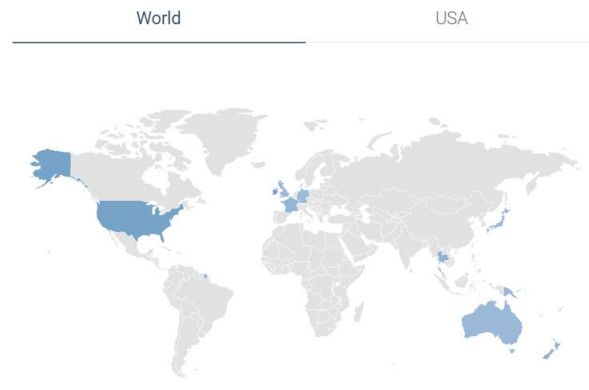
#### Recent Users



#### Top Sites



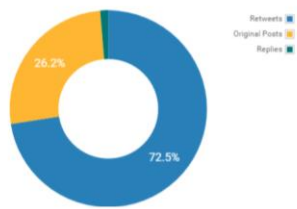
#### Location



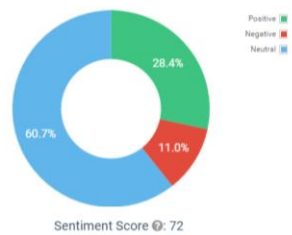
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### 1.4 demographic break down of social media users

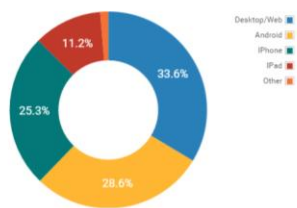
#### Share of Posts



#### Sentiment



#### Top Sources



#### Demographics

