



WWF

BHUTAN

# COMMUNICATIONS STRATEGY

## Living Landscapes: Securing High Conservation Values in South-Western Bhutan



Supported by:



Federal Ministry for the Environment, Nature Conservation and Nuclear Safety

based on a decision of the German Bundestag

## WWF

WWF is one of the world's largest and most experienced independent conservation organizations, with over 5 million supporters and a global network active in more than 100 countries. WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

## TARAYANA FOUNDATION

Tarayana Foundation was founded by Her Majesty The Queen Mother Ashi Dorji Wangmo Wangchuck and formally launched on 4th May 2003, by His Majesty Jigme Khesar Namgyel Wangchuck, the then Crown Prince of Bhutan. We are a Public Benefit Organization, registered with the Civil Society Organization Authority of Bhutan.

Tarayana Foundation believes in maximizing happiness and harmony among all Bhutanese people by providing opportunities for life improvement to the vulnerable communities in Bhutan. By helping community members learn and integrate new skills, Tarayana Foundation promotes self-empowerment and the importance of serving each other.

## ABOUT IKI

International Climate Initiative (IKI) is one of the most important instruments of the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) for the international financing of climate change mitigation and biodiversity. IKI operates within the framework of the United Nations Framework Convention on Climate Change (UNFCCC) and the Convention on Biological Diversity (CBD), financing climate change mitigation and biodiversity conservation in developing, emerging and transition countries. Since 2008 to 2019, IKI approved more than 730 climate and biodiversity projects with a total funding volume of EUR 3.9 billion in more than 60 countries.

The partner countries are supported with IKI funding to help them implement and ambitiously develop their nationally determined contributions (NDCs) anchored in the Paris Agreement. The NDCs include measures to adapt to the impacts of climate change and increase resilience to its unavoidable impacts. In the field of biodiversity, IKI supports partner countries in achieving the goals of the CBD to counteract the dramatic global loss of natural resources. The activities of IKI also contribute to the implementation of the 2030 Agenda for the United Nations' 17 Sustainable Development Goals (SDG).

'This project is part of the International Climate Initiative (IKI). The Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) supports this initiative on the basis of a decision adopted by the German Bundestag.'

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# 1. BACKGROUND

## 1.1 Introduction

This is the Communications strategy (CS) for the International Climate Initiative (IKI) - 20\_IV\_085\_BTN\_A\_Living Landscapes -Living Landscape: Securing High Conservation Values (HCVs) in south-western Bhutan Project.

It was developed through an inclusive and consultative process involving project stakeholders and partners. The first draft was formulated at the Program Coordination Unit (PCU) level. Then, it was circulated to stakeholders and partners before the consultative workshop held on 15 March 2021. The CS development workshop was attended by relevant officials from Tarayana Foundation (TF) and WWF Bhutan. Following the CS development workshop, an internal team consisting of members from PCU, TF and WWF Bhutan Communications reviewed the final CS and then finalized it.

This document outlines the following:

- Rationale, Scope and Objectives of CS
- Strategic Framework for CS (Goals, outcome and strategic interventions)
- Stakeholder/partners and their roles and responsibilities
- Communications Matrix -target groups messages and channels
- Monitoring and Evaluation of CS

This CS remains a dynamic document with the possibility for review and changes based on lessons learned from its implementation. The PCU will make necessary changes and keep all stakeholders and partners informed. CS will be operationalized into a communication plan, annually.

## 1.2 Rationale, Scope and Objectives

This communication strategy will serve as a guide for all activities related to internal and external communications for the project and support the implementation of the project interventions, thereby achieving the results sought by the project. It is expected to contribute to the development of high-quality project communications materials and knowledge products and their dissemination, enhancing project visibility, governance and active coordination among the project stakeholders/ partners.

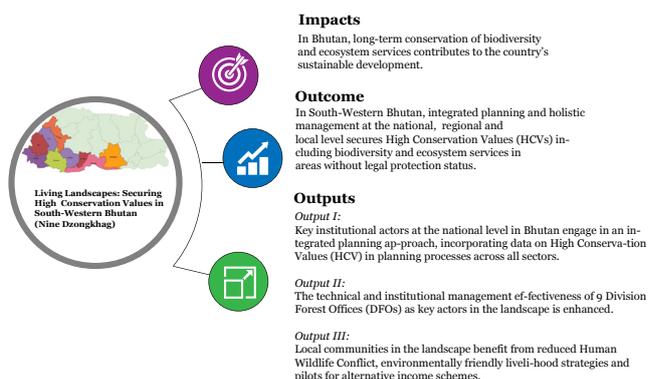
The following are the objectives for this strategy:

1. Provide meaningful guidance on how the communication and knowledge products for this project are generated, managed and disseminated.
2. Enable developing impactful communication materials, and ensure advocacy and messaging reach relevant audiences, and at the same time ensure transparency on the project's processes and implementation.
3. Raise awareness and appreciation of the High Conservation Values as a tool for identifying, managing and monitoring critical values in the natural and production landscape.
4. Enable replicating and upscaling of the good practices through effective knowledge management and key lessons learned.

## 1.2 Project Summary

The International Climate Initiative (IKI) - 20\_IV\_085\_BTN\_A\_Living Landscapes -Living Landscape: Securing High Conservation Values (HCVs) in south-western Bhutan is an eight-year project implemented by WWF Bhutan and Tarayana Foundation (TF) in partnership with Royal Government of Bhutan through the Department of Forests and Park Services (DoFPS) and National Land Commission Secretariat (NLCS). The project covers nine districts in the south western Bhutan namely, Haa, Paro, Thimphu, Chukha, Tsirang, Dagana, Sarpang, Samtse and Zhemgang. The concept of High Conservation Values (HCVs) is the central approach of this project.

The project aims to ensure a network of biodiversity and high conservation value landscapes in the nine Dzongkhag's through sustainable management of these landscapes, and secure human well-being, biodiversity conservation and increase climate resilience of communities living within these landscapes, which will ultimately contribute towards sustainable development of Bhutan.



# 2. STRATEGIC FRAMEWORK

This chapter highlights the goal, outcome and key strategic interventions identified to enable innovative and effective communication, ensure visibility, and secure strategic partnership for the project.

## 1. Goal

Ensure visibility and impactful communication for the successful implementation of the project

## 2. Outcome

Strategic partnerships and effective communication enhanced

## 3. Strategic Interventions

In order to ensure the achievement of the goal and the outcome of this CS, the following broad strategic interventions will be pursued.

### ***A. Media engagement increased***

Foster, manage and sustain partnership with the local media channels (print, broadcast) through relevant programs (workshops & meetings) and news stories to ensure wider reach of the project's progress and impact.

Media trips and visits to the project sites, and interactions with the local communities and project implementing partners will also be organized.

The PCU will also make use of its social media channels to upload appropriate content for raising awareness and garnering support from various stakeholders and partners.

### ***B. Project ownership improved***

The PCU will adopt effective and appropriate communications systems and processes such as coordination meetings, workshops and trainings to enable increased understanding of the project deliverables and requirements. Such enhanced understanding will strengthen strategic partnerships and improve ownership of the project by all the stakeholders and partners.

### ***C. Institutional and Human Resource (HR) capacity enhanced***

Digital transformation is a reality and the need of the hour, especially in the field of marketing and communications. Also, other skills such as report writing, storytelling etc. are essential tools for the communications team for effective and efficient storytelling and messaging.

As a global network, WWF is endowed with a rich pool of experts in diverse fields, while TF has extensive experience in community mobilization at grassroots level. The PCU will capitalize on these assets.

Therefore, the implementing partners will build the capacity of the communications team in the field of media engagement, storytelling, digital analysis, crisis communication, audio visuals, graphics, project communications and branding.

### ***D. Appropriate and effective communication products, systems and processes developed***

The PCU will develop a webpage dedicated to the project within TF and WWF Bhutan's website. All project information including data and lessons learned will also be shared through the website.

Impactful communication materials and products will be developed to reach audiences at all levels. These initiatives will help PCU to effectively communicate and garner stakeholder and community support for policy advocacy, political will and commitment.

A crisis communications plan will be developed to provide guidance and to ensure that proper mechanisms are put in place to respond and communicate during man-made or natural crises.

# 3. STAKEHOLDER ANALYSIS

Sl No.	Project Partner/ Stakeholder	Roles and Responsibilities	Communications Barrier
1	Department of Forests and Park Service (DoFPS)	<ul style="list-style-type: none"> <li>Represents the Royal Government of Bhutan as one of the implementing partners in this project – Political as well as Implementing Partner to this project</li> <li>Garner support of the RGoB to this project by communicating through relevant mediums (policy brief, meetings etc)</li> <li>Produce relevant communications materials and information</li> <li>Communicate effectively with relevant government agencies and the general public; and garner their support when needed.</li> </ul>	<ul style="list-style-type: none"> <li>Bureaucratic processes in the system</li> <li>Competing priorities of the Department in terms of activities</li> <li>Multi-tasking of the staff</li> <li>Lack of dedicated communication officers</li> <li>Large Department with some field offices without proper communication infrastructures and facilities</li> <li>Change of focals and relevant officials</li> </ul>
2	National Land Commission Secretariat (NLCS)	<ul style="list-style-type: none"> <li>A political partner representing the RGoB as well as an Implementing partner to this project.</li> <li>Communicate effectively to the government on behalf of the project implementing partners, and garner support of the government.</li> <li>Produce relevant information and communication materials</li> <li>Mobilize support of the relevant government agencies and general public when needed.</li> </ul>	<ul style="list-style-type: none"> <li>Bureaucratic process in the system</li> <li>As government agency, the NLCS has competing priorities.</li> <li>Multi-tasking of staff</li> <li>Lack of dedicated communication officer</li> <li>Change of focals and relevant officials</li> </ul>
3	GNHC- Gross National Happiness Commission Secretariat (GNHCS)	<ul style="list-style-type: none"> <li>Political Partner and represents RGoB</li> <li>Communicate to RGoB and enable integration of project into Government's planning systems and policies</li> <li>Communicate the change of government policies to the project management</li> </ul>	<ul style="list-style-type: none"> <li>Bureaucratic system</li> <li>Competing priorities</li> <li>Change of focal officials</li> <li>Multi-tasking of officials</li> </ul>
4	Ministry of Agriculture and Forests (MoAF)	<ul style="list-style-type: none"> <li>Political Partner and represents RGoB</li> <li>Communicate to RGoB and enable integration of project into Ministry's planning systems and policies</li> <li>Communicate the change of Ministry's policies to the project management</li> </ul>	<ul style="list-style-type: none"> <li>Bureaucratic system</li> <li>Competing priorities of the Ministry</li> <li>Change of focal officials in the Ministry</li> <li>Multi-tasking of officials in the Ministry</li> </ul>

5	World Wildlife Fund Germany (WWF DE)	<ul style="list-style-type: none"> <li>• Represent the donor</li> <li>• Communicate to the donor on behalf of the Implementing Partners (IPs) and vice-versa</li> <li>• Guide the IPs in fulfilling donor requirements in terms of effective communication.</li> </ul>	<ul style="list-style-type: none"> <li>• The physical distance between Germany and Bhutan</li> <li>• Virtual communications sometimes are ineffective</li> <li>• Poor communications networks</li> </ul>
6	The Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU)	<ul style="list-style-type: none"> <li>• Donor</li> <li>• Communicate the change of policies and requirements to IPs through first recipient</li> </ul>	<ul style="list-style-type: none"> <li>• The physical distance between Germany and Bhutan</li> <li>• Virtual communications sometimes are ineffective</li> <li>• Poor communications networks</li> </ul>
7	Tarayana Foundation (TF)	<ul style="list-style-type: none"> <li>• Subgrantee and Implementing Partner</li> <li>• Produce communication materials and information</li> <li>• Ensure fulfilment of project communication requirements of donors</li> <li>• Disseminate the project lessons and knowledge with communities and government agencies</li> <li>• Garner support of relevant CSOs as needed through effective communication</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of advance skills and knowledge of communication</li> <li>• Multi-tasking of staff</li> <li>• Lack of adequate communication infrastructures in the field offices</li> </ul>
8	World Wildlife Fund Bhutan (WWF BT)	<ul style="list-style-type: none"> <li>• Sub-grantee &amp; Primary implementer of the project</li> <li>• Act as conduit for communication between donor and implementers</li> <li>• Produce communication materials</li> <li>• Communication hub of the project</li> <li>• Coordinate and organize all communication events</li> <li>• Ensure effective internal and external communications</li> <li>• Mobilize and bring together all relevant stakeholders through effective communication</li> </ul>	<ul style="list-style-type: none"> <li>• Inadequate capacity of the communications team - designing, videography and photography</li> <li>• No crisis Communication Plan</li> <li>• The concept of HCV is new not only the implementers but to almost all stakeholders</li> <li>• Unforeseen events or disasters such as COVID-19 pandemic impacts planned communication activities</li> <li>• Collaboration with new partners – example TF and NLCS</li> </ul>
9	National Environment Commission Secretariat (NECS)	<ul style="list-style-type: none"> <li>• National designated authority on environment conservation policy and programs</li> <li>• Key stakeholder for this project</li> <li>• Embrace the concept of HCV, integrate within its policies &amp; programs as appropriate and disseminate the approach to general public and relevant agencies</li> <li>• Share available information and data on HCV</li> </ul>	<ul style="list-style-type: none"> <li>• HCV is a new concept or approach for conservation and sustainable resource utilization</li> <li>• Lack of experience and capacity on HCV</li> <li>• Multi-tasking of staff and bureaucratic processes</li> </ul>
10	National Biodiversity Centre (NBC)	<ul style="list-style-type: none"> <li>• Key stakeholder with mandate on biodiversity conservation</li> <li>• Share skills, knowledge, information and data on indigenous knowledge, biodiversity resources</li> </ul>	<ul style="list-style-type: none"> <li>• HCV is a new concept or approach for conservation and sustainable resource utilization</li> <li>• Lack of experience and capacity on HCV</li> <li>• Multi-tasking of staff and bureaucratic process</li> </ul>

Sl No.	Project Partner/ Stakeholder	Roles and Responsibilities	Communications Barrier
11	National Plant Protection Center (NPPC)	<ul style="list-style-type: none"> <li>• Key stakeholder with national mandate for Human Wildlife Conflict programs and plant protection program</li> <li>• Share information and data on HWC and plants</li> <li>• Partner with IPs to implement some activities under this project and produce some communication materials</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of capacity and expertise on HCVs</li> <li>• New partnership especially with WWF BT</li> <li>• Has its own program and priorities which might impede collaboration</li> </ul>
12	Department of Culture (DoC), Ministry of Home and Cultural Affairs	<ul style="list-style-type: none"> <li>• Key stakeholder with the mandate for preservation and promotion of cultural heritage including sacred sites in the country</li> <li>• Collaborate with IPs to produce and disseminate communication materials relating HCV on Cultural values</li> <li>• Support IPs in communicating Cultural HCVs with relevant agencies and general public</li> </ul>	<ul style="list-style-type: none"> <li>• HCV is a new concept or approach for conservation and sustainable resource utilization</li> <li>• Lack of experience and capacity on HCV</li> <li>• Multi-tasking of staff and bureaucratic process</li> </ul>
13	Local Governments	<ul style="list-style-type: none"> <li>• Key stakeholders in the project landscapes representing central government in the districts</li> <li>• Both source of communication materials as well as recipient of communication materials</li> <li>• Support and collaborate with IPs to engage local communities in their respective jurisdictions to participate in advocacy and awareness programs on HCVs</li> <li>• Help IPs to communicate the importance of HCVs to local communities and to garner their support in identifying, managing and monitoring HCVs.</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of experience and capacity on HCV given it is a new concept</li> <li>• Inadequate human resources and competing tasks priorities in the districts</li> </ul>
14	Local communities	<ul style="list-style-type: none"> <li>• Key stakeholders for the project</li> <li>• Key target audience at local level</li> <li>• In some areas, they are the implementers and source of information and communication materials</li> <li>• Beneficiaries of the knowledge and information generated through this project and strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of capacity on HCVs</li> <li>• Lack of skills and knowledge including reading and writing (illiteracy)</li> <li>• Diverse interest groups and stake in the communities</li> </ul>
15	Youths and General Public	<ul style="list-style-type: none"> <li>• One of the stakeholders with no direct role for implementation</li> <li>• Beneficiaries of project communication activities</li> <li>• Some youth can help IPs to educate illiterate public including their own parents</li> </ul>	<ul style="list-style-type: none"> <li>• HCV is a new approach of conservation and sustainable resource utilization</li> </ul>
16	Media	<ul style="list-style-type: none"> <li>• Key stakeholder for this project with role to provide platform for dissemination of information and knowledge generated through this project</li> <li>• Partner with IPs for awareness and advocacy programs for targeted audiences</li> </ul>	<ul style="list-style-type: none"> <li>• Some of the media houses charge high price for availing their services</li> <li>• No existing arrangement for collaboration such as MoU or agreement to collaborate</li> <li>• The concept of HCVs is new to media too</li> </ul>

17	College of Natural Resources (CNR), Royal University of Bhutan	<ul style="list-style-type: none"> <li>• Partner with IPs to implement some components of the project and produce some knowledge products which can be upscaled</li> <li>• Integrate the concept of HCVs into academic curriculum, as appropriate</li> <li>• Provide research and academic support for HCVs</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of capacity on HCVs</li> <li>• The curriculum to accommodate the concept of HCVs</li> </ul>
18	<p>Conservation Partners;</p> <ol style="list-style-type: none"> <li>1. Bhutan for Life (BFL)</li> <li>2. Bhutan Trust Fund for Environmental Conservation (BT FEC)</li> <li>3. Bhutan Ecological Society (BES)</li> <li>4. Royal Society for Protection of Nature (RSPN)</li> <li>5. United Nations Development Program (UNDP)</li> </ol>	<ul style="list-style-type: none"> <li>• Partner with IPs in sharing and upscaling the approach of HCVs</li> <li>• Support through funding some potential HCVs in areas beyond current program landscapes</li> <li>• Share knowledge and information</li> <li>• Disseminate information and knowledge with their partners and donors to support upscaling of HCVs</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of expertise and capacity on HCVs</li> <li>• They have their priorities and strategic plans</li> <li>• The approach of HCV is new for Bhutan</li> </ul>
19	Tourism Council of Bhutan (TCB)	<ul style="list-style-type: none"> <li>• Beneficiaries of communication and knowledge products generated from this project</li> <li>• Messenger or conduit of Bhutan's conservation success story to the world</li> </ul>	<ul style="list-style-type: none"> <li>• Lack expertise and capacity on HCVs</li> </ul>

# 4. COMMUNICATIONS MATRIX

To properly implement the communications strategy, the communication matrix is critical to organize information based on the target audiences. This matrix will provide an overall framework to determine communication purpose, key messages and target audiences to guide proper and effective communication.

Audiences/ stakeholders (WHO)		Message (WHAT)	Intent (WHY)	Media (HOW)
<b>Tier 1</b> Decision and Policy Makers	Department of Forests and Park Service (DoFPS)	HCV is a holistic approach to conservation and sustainable resource utilization that would contribute to the Royal Government of Bhutan's exemplary strides in building a sustainable future by supporting: <ol style="list-style-type: none"> <li>National and sectoral priorities</li> <li>GNH pillars</li> <li>Constitutional mandates</li> <li>Fulfilment of Bhutan's international commitments</li> <li>Social and livelihood opportunities</li> </ol>	Educate and garner strategic decision and resource support	Policy briefs, meetings/events/campaigns, presentation, websites, social media, official messaging channels (emails, phone calls, etc.) and reports/publications
<b>Tier 2</b> Project Partners	BMU, WWF Bhutan, WWF Germany, Tarayana Foundation, NLCS, DoFPS)	The Living Landscape project is an opportunity for the diverse stakeholders to come together in their effort for successful implementation of the project. The key messages are: <ol style="list-style-type: none"> <li>Results and deliverables of the project by each partner</li> <li>Roles and responsibilities of each partner</li> <li>Issues and challenges pertaining to the project</li> <li>Success stories and lessons learnt</li> <li>Capacity and skills development requirement</li> <li>Financial status, flow and disbursement conditions</li> <li>Importance of integrating different management regimes and supports landscape level management and development in Bhutan</li> <li>Importance of collaboration and partnership amongst all partners</li> <li>Need for efficient and effective M&amp;E for the project</li> </ol>	Coordination and collaboration Adaptive management Lessons learnt and knowledge management Project updates	Meetings, reports, leaflets & pamphlets, video, website, social media, presentation, agreement and official messaging channels (emails, phones, calls, etc)
<b>Tier 3</b> Stakeholders	Ministry of Agriculture and Forests (MoAF)	As the recipients and drivers of change, they are also important influencers for the project. Key messages for this tier are: <ol style="list-style-type: none"> <li>Opportunities and benefits of the project</li> <li>Possible negative impacts of the project on their livelihood</li> <li>Awareness on GRM and its processes</li> <li>Roles and responsibilities of the stakeholders</li> <li>Importance of conservation and how HCV contributes to conservation and livelihood opportunities</li> </ol>	Garner support and cooperation Build capacity and skills Enhance appreciation for environmental conservation	Campaign, presentation, demonstration, press release, media, consultation, official messaging channels (emails, phones, calls, etc) education and awareness

# 5. LOGFRAME

Audiences/ stakeholders (WHO)	Narrative Summary	Indicators	Means of Verification	Risk/Assumptions
<b>GOAL/ IMPACT</b>	Ensure visibility and impactful communication for the successful implementation of the project			
<b>PURPOSE/ OUTCOME</b>	Strategic partnerships and effective communications enhanced	Annually 5 articles <sup>1</sup> covered or reported by media	CS M&E report	<b>R1:</b> Continued pandemic in Bhutan and its neighbours will affect project execution
		Audience growth rate (follower) on social media increased annually by 20%	Data from different social media platforms	<b>A1:</b> Increased understanding about project makes people follow project posts on social media
<b>OUTPUTS</b>	• Media engagement increased	By March 2028, 16 numbers (2 per year) of engagement events held for local media channels	Records of events/ Photos, List of participating media offices  CS M&E report	<b>A2:</b> Engagement events for local media reporters on project activities inspire them to write appropriate stories about project
	• Project ownership improved	By March 2028, 16 numbers (2 per year) of coordination meetings <sup>2</sup> held	Minutes/report, photos, list of participants  CS M&E report	<b>A3:</b> Coordination meetings will promote project understanding and ownership build
	• Institutional HR capacity enhanced	By March 2028, 8 communication capacity building <sup>3</sup> programs coordinated	Training reports, list of participants, photos	<b>A4:</b> Project team & stakeholders apply the skills/  knowledge acquired in project communications  <b>A5:</b> Inspire innovation for capacity building
	• Appropriate and effective Communication products, systems/ processes developed	By December 2021, a robust website page dedicated for project developed & maintained	Website	<b>A6:</b> Viewers visit website page and access & use project information
		At least 5 numbers of publicity materials/ products developed and disseminated per year	Publicity materials/ products	<b>A7:</b> Publicity materials/products developed are read & appreciated by target project audience
		A crisis communication plan developed for the project by June 2022	Crisis management plan document	<b>A8:</b> Crisis management plan enables effective communication during crisis

articles<sup>1</sup> - news, reports, stories, videos, interviews, panel discussions, etc.

coordination meetings<sup>2</sup> - includes trainings, workshops and awareness

capacity building<sup>3</sup> - media engagement, storytelling, digital analysis, crisis communication, audio visuals, graphics, project communications, branding

# 5. M&E PLAN

Objective	Result Indicator	Unit	Baseline	Target	Frequency	Source of Data	Responsibility
<b>OUTCOME:</b> <i>Strategic partnerships and effective communication enhanced</i>	Annually 5 articles <sup>1</sup> covered or reported by media	Number	0	5	Annually	Media Channels	Communications Unit (CU)
	Audience growth rate (follower) on social media increased annually by 20%	Percentage	10,002	20%	Annually	Social media platforms	Communications Unit (CU)
<b>OUTPUT 1:</b> <i>Media engagement increased</i>	<b>1.1.</b> By March 2028, 16 numbers (2 per year) of engagement events held for local media personnel	Numbers	0	2	Annually	Progress Reports	Communications Unit (CU)
<b>OUTPUT 2:</b> <i>Project ownership improved</i>	<b>2.1.</b> By March 2028, 16 numbers (2 per year) of coordination meetings <sup>2</sup> held	Numbers	0	1	Annually	Progress Reports	Communications Unit (CU)
<b>OUTPUT 3:</b> <i>Institutional HR capacity enhanced</i>	<b>3.1</b> By March 2028, 8 communication capacity building <sup>3</sup> programs coordinated	Numbers	0	1	Annually	Progress Reports	Communications Unit (CU)
<b>OUTPUT 4:</b> <i>Appropriate and effective Communication products, systems/ processes developed</i>	<b>4.1</b> By December 2021, a robust website page dedicated for project developed & maintained	Number	0	1	8 years	Website	PCU
	<b>4.2</b> At least 5 numbers of publicity materials/products developed and disseminated per year	Number	0	5	Annually	Progress Report	Communication Unit (CU)
	<b>4.3</b> Developed a crisis communication plan for project by June 2022	Number	0	1	2 years	Report	Communication Unit (CU)

## Notes:

Media monitoring and measurement tools (for e.g. media mentions, percentage of media coverage by media type, online earned audience-readership, sentiment mentions)

# 6. BEING ON BRAND

In addition to thinking about how to develop and implement our communications strategy, we also need to make sure we are careful about how we represent our organizations. It is important to properly position this partnership every time we communicate to any audience. Just like a person, our tone of voice can be formal, casual, persuasive, or passionate, but our message should always sound like it is coming from the same organization. People who click on our websites, read our reports, and see our folders and advertisements related to IKI should have no doubt that everything comes from this common project and partnership.

Therefore, presenting the partnership correctly is crucial. This means being consistent with the logo placements, partnership slogan, and “on-brand” with our key messages and the way we use words and images on all applications. All this will combine to communicate the sort of organization we are and the partnership is – active, passionate, and solutions-oriented.

While we will strive to adhere to these common brand concepts for this project, the individual organization will continue to follow their individual and other organizational branding components such as typefaces, date formats, colors etc.

When producing tools, refer to the **Annexure I** of the partnership branding guideline and information on public relations work relating to the International Climate Initiative (IKI).

# Annexure I

On behalf of:



of the Federal Republic of Germany

## Information on public relations work relating to the International Climate Initiative (IKI)

(As of December 2019)

It is imperative that the projects of the International Climate Initiative (IKI) maintain a consistent public image. The following rules therefore apply to ensure uniformity in public relations work on IKI projects:

### 1) Mentioning IKI

- In PR work (e.g. publications, reports, websites, events, contact with the media), clear mention must always be made of the **support** provided for the project by BMU and by IKI, for example:

*'This project is part of the International Climate Initiative (IKI). The Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) supports this initiative on the basis of a decision adopted by the German Bundestag.'*

### 2) Logo

- In printed and online publications and other PR media (banners, signs etc.), the BMU **logo** must always be used, preceded by '**Supported by**' (where used by grant recipients) or '**On behalf of**' (where used by contractors and trustees).

Supported by:



based on a decision of the German Bundestag

On behalf of:



of the Federal Republic of Germany

- The logo for **grant recipients** and for **contractors** is available in Arabic, Brazilian Portuguese, Chinese, English, German, French, Portuguese, Russian and Spanish.
- Please use the logo in English if your language is not available.
- It is not necessary to use the logo on business cards.
- Decisions of the BMU logo use on other items than publications, e.g. cars, boats, windows and more should be made by the project itself or in cases of doubt by the BMU division which funds the project and not by the IKI Secretariat.
- Please ensure that:
  - the logo is not altered or used for any other purpose;
  - the right wording is employed (see the distinction between grant recipients and contractors/trustees made above);
  - the size of the logo is correct (normal print and online media 100%, smaller application 75%, bigger formats such as banners 125%);
  - the logo and wording are shown against a white background.

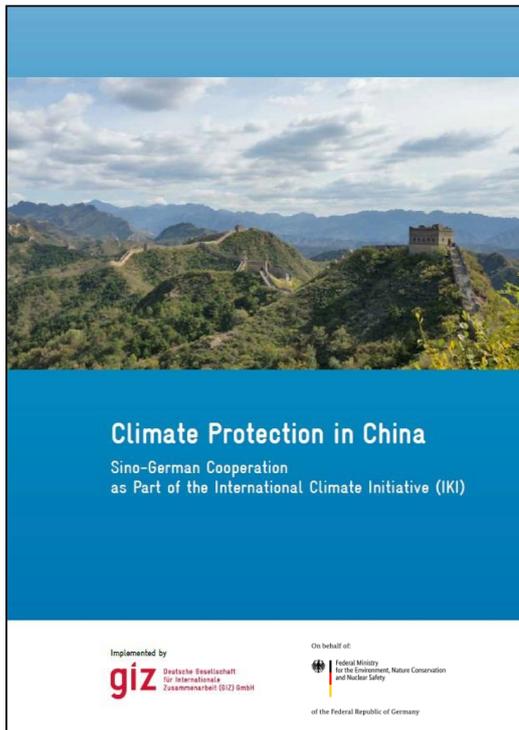


On behalf of:



of the Federal Republic of Germany

- Example for logo use:



- Projects that are funded jointly by BMU and BMZ or AA (cooperation projects) use the standard cooperation logo developed by the German Federal Ministry for Economic Cooperation and Development (BMZ) and the German Federal Foreign Office (AA). As well as in joint communication activities with BMZ or AA projects, or those of the German mission abroad in a partner country. In such cases, the BMU logo is not used and the design regulations of BMZ and AA apply.
- Please do not use the logo of the Climate Initiative 'Climate Protection pays off'. It belongs to the National Climate Initiative and does not stand for the IKI.
- In **audiovisual** productions about individual IKI projects, the correct BMU logo must be used on the CD/DVD, on the case and in the credits, accompanied by the wording 'An International Climate Initiative project'.

### 3) Link to the IKI website

- If the project is presented on the website of an implementing organisation or if it has its own website, a link to the IKI website [www.international-climate-initiative.com/en](http://www.international-climate-initiative.com/en) should be provided in an appropriate location. This will promote networking among



On behalf of:



of the Federal Republic of Germany

the IKI stakeholders while also increasing the visibility of the initiative and individual projects.

- Please inform the IKI Secretariat that you are presenting the project online so that they can also include a link to your website on the IKI website.
- It is also desirable to include the IKI website address in any publications on the project.

#### 4) Information on communication activities

- Prior to commencing with activities in the partner country, please contact the German mission abroad and remain in touch during the course of the project. Check whether occasions exist to present the project in public relations together with the German mission abroad. This also applies to cases in which German implementing organisations are not commissioned.
- Please inform the IKI public relation about all the relevant news from the projects. In some cases it will be used for the Website or Twitter:
  - **events** organised for the benefit of the public (conferences, technical workshops, exhibitions etc.)
  - **working papers, press releases, film/TV and radio** pieces on IKI projects,
  - as well as relevant **newsletters** and other publications that you produce.

If you have any questions on IKI's public relations work, please get in touch with:

IKI Secretariat  
**Zukunft – Umwelt – Gesellschaft (ZUG) gGmbH**  
Köthener Straße 4  
10963 Berlin, Germany  
Email: [communications@z-u-g.org](mailto:communications@z-u-g.org)  
Phone: +49 30 700 181 831





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