



Communications Plan for CROP ICT Working Group

Introduction

The notion by the Pacific Islands Forum (PIF) Leaders that a Regional ICT Initiative be recognised as a game-changing, transformative enabler of development and regional cooperation and integration should be commended.

Equally, efforts towards ensuring that the Regional ICT Initiative is successfully implemented with a sense of urgency, among others, must be applauded which includes the finalisation of the Pacific Regional ICT Strategic Plan (PRISAP) and the ICT landscape paper and the Working Groups Work Plan.

As chair of the Working Group, USP has devised this Communications Plan that clearly identifies a number of priority tasks for CROP ICT Working Group members to increase publicity for the work of the CROP ICT Working Group as a collective as well as on an individual member basis, upon which USP as the lead agency, will ensure that these priorities are undertaken efficiently by the relevant agencies.

The priorities will be closely aligned to the key pillars of the Regional ICT Initiative by the responsible stakeholder/member with the aim of maximising positive coverage and publicity of every aspect of the work of the CROP ICT Working Group.

More awareness among different players in ICT work throughout the region in particular will inform everyone including the Pacific what each player is doing in the field of ICT. This will provide more opportunities to collaborate and minimise on duplication and cost.

About CROP ICT Working Group

Taking into account the Leaders' decision to declare ICT as a transformative, game-changing initiative that will deliver significant and rapid development of ICTs in all its form to promote the sustainable development of member countries and the region, the CROP ICT Working Group will provide a common platform through which CROP agencies and other relevant stakeholders can address key emerging and on-going regional priorities in the ICT sector in a collective, collaborative and coordinated manner.

Specific Objectives

The specific objectives for the CROP ICT Working Group are:

- Provision of necessary coordination and advisory services through which any organisation working in the ICT area can be part of, to optimise collaborative environment and objectives in ICT for the region;
- Ensure that the Regional ICT Initiative that was endorsed by the PIF Leaders in 2015 is successfully implemented with a sense of urgency;

- Act as permanent secretariat responsible for coordinating the different tasks done by the various players in the ICT sector;
- Review (from time to time) the developments of ICT in the region and monitor and evaluate growth of ICT in the Pacific;
- Advocate for deeper and faster development of ICTs in our region through coordination, appropriate technical and advisory services;
- Plan the regional dimensions of ICT development and encourage better coordination of ICT-related initiatives and plans;
- Understand policy development attitudes within the ICT ecosystem e.g. W3C, IETF, ICANN, ITU, APT and within Pacific Island Countries and Territories when invited to;
- Provide technical advice/ to Pacific Islands Forum Secretariat intergovernmental working groups participating in United Nations and other international negotiations and processes involving ICTs;
- Provide high level advisory services to Pacific Island Countries and Territories through their ICT Ministries or related Ministries when invited;
- Develop strategies for the growth of ICT in the Pacific;
- Provide regular reports of development of ICT in the Asia Pacific, Pacific and Globe that is relevant for Pacific countries and CROP members;
- Encourage Synergy of Engagement for members of the ICT ecosystem;
- Develop and maintain the CROP ICT Working Group Portal;
- Facilitate a wider participation of the CROP ICT Working Group in other regional and international forum that will add value and enrich the work that the Working Group is doing and better promote collaboration; and
- Convene ICT Ministers' Meeting as required.

Target Audiences/Beneficiaries of Information

The target audiences for the CROP ICT Working Group include Media, Business Houses, Civil servants, Universities, Students, Members of Parliament, Private Sector, Governments, Public Sector and Taxpayers.

Communications Plan

Note: in this proposal special emphasis is placed on cost-effective publicity initiatives, which can be achieved at minimal or no cost to members of the CROP ICT Working Group. Once stories are publicised, all members can widely share these on their respective social networks.

1. ONLINE COMMUNICATIONS CAMPAIGN (2017-2018)

The CROP ICT Working Group website, administered by USP as chair, is seen as the best vehicle for awareness of the Working Group's activities. The site, <https://cropict.usp.ac.fj/>, features everything from CROP news to reports and papers including the Forum Communiqué, ICT Framework, about CROP and CROP ICT Working Group, Objectives, Key Tasks, Membership and Chair's message, among others.

Strategies to drive traffic to the CROP ICT Working Group website:

- **Publicity for URL:** A mandate from the Chair of the CROP ICT Working Group should be given to ensure that the URL for the CROP ICT Working Group website,

<https://cropict.usp.ac.fj/>, is included in **ALL** communications material related to the work of the CROP ICT Working Group, including advertisements, promotional material, brochures, programmes, etc.

- **EMAIL:** The URL should be incorporated at the bottom of all email messages originating from the members of the CROP ICT Working Group.
- **ELECTRONIC BULLETIN:** A quarterly electronic bulletin to feature a page on CROP ICT Working Group activities, which will complement the CROP ICT Working Group website, and offer a mechanism for continuously engaging our key *partners (both internal/external)* constituents through email where possible. The bulletin will comprise items like news/reviews on CROP ICT Working Group events, promotional snippets on upcoming CROP ICT Working Group events and quarterly features hinged to CROP ICT Working Group achievements.

Possible mini-feature stories for the quarterly period mentioned include:

- Progress of work under Key Pillar (KP) 1 (Connectivity);
- Progress of work under KP 2 (Regulatory Data/Monitoring & Evaluation);
- Progress of work under KP 3 (Cybersecurity);
- Progress of work under KP 4 (E-Government);
- Progress of work under KP 5 (E-Commerce);
- Progress of work under KP 6 (E-Learning);
- Progress of work under KP 7 (Capacity Building);
- Progress of work under KP 8 (Standards & Templates);
- Progress of work under KP 9 (Disaster Management);
- Progress of work under KP (E-Health);
- Summary of achievement/s of tasks under specific objectives the CROP ICT Working Group as a collective;
- How the work of each member of the CROP ICT Working Group or as a collective has impacted the region.

The bulletin's content will be purposely concise and visually appealing, and through integration of web links, will drive audiences back to the main CROP ICT Working Group.

The above articles will also be sent out in the format of a media release to all local, regional and international media for greater publicity and dissemination.

2. PUBLIC RELATIONS AND COMMUNICATIONS CAMPAIGN

A range of initiatives will be employed to ensure that the work of the CROP ICT Working Group as individual members and as a collective receive maximum publicity across all stakeholder groups as well as coverage in the local, regional and international media.

PR Strategies

- **FEATURES IN REGIONAL MEDIA:** Throughout the period mentioned, systematic pitches will be made to regional editors and media houses on a periodic basis, for feature stories on the work of the CROP ICT Working Group and its impact in the ICT sector in the region. On the heels of each signature CROP ICT Working Group event, feature

stories on the event, its goals, objectives, any special attendees and/or hosts will also be negotiated.

Possible feature stories include

- ❖ Progress of work of the CROP ICT Working Group under each pillar as well as the key themes of the PRISAP;
 - ❖ Summary of achievement/s of tasks under specific objectives the CROP ICT Working Group as a collective; and
 - ❖ How the work of the each member of the CROP ICT Working Group or as a collective has impacted the region for instance how the group has avoided duplication of work and saved costs in the ICT sector in the region.
- **MEDIA PARTNERSHIPS:** Partnering with media organisations such as Television, Print and Broadcast media to engage them in PR plans and advertising for the work of the CROP ICT Working Group on a as and when basis depending on major events.
 - **PUBLICITY IN CROP ICT WORKING GROUP MEMBER PUBLICATIONS:** USP Beat, USP Alumni News, Wansolwara (student paper) and separate USP faculty magazines, magazine and newsletters of Asian Development Bank, World Bank, Australia and New Zealand, Regional Governments, Member Governments, Pacific Islands Private Sector Organisation, CROP agencies and other members.
 - **SOCIAL MEDIA:** Create social media hashtag **#CROPICWTWG** and actively engage on all social media platforms.
 - **ANNUAL 8-PAGE NEWSPAPER SUPPLEMENT:** A special CROP ICT Working Group supplement to be published across the region publicising the work/purpose and overall achievement of the CROP ICT Working Group.
 - **ADVOCACY** – All CROP ICT Working Group members can use platforms such as formal presentations, plenary sessions, and documentary videos to advocate the objectives of the Working Group. Members can also promote the objectives of the CROP ICT Working Group as part of speeches, working papers and policy reports.

3. OTHER INITIATIVES

- An in-depth documentary covering the work individual CROP ICT Working Group members and the group as a collective produced to publicise the work of the CROP ICT Working Group in the region's ICT sector. All published work pertaining to the CROP ICT Working Group be shared widely on the social media networks of the members.

**CROP ICT WG Secretariat
(DMCA Communications Unit – September 2017)**