

**PROPOSED STRATEGY DOCUMENT**

**Advocacy and Communications Campaign**

**For**

**The New Partnership for Africa's Development  
(NEPAD)**

*Office of the Special Advisor on Africa  
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information on NEPAD is produced without clear and measurable goals which are not tailored to the needs of a specific target nor does it include indicators of success. The present document intends to help correct this and to promote framework for enhanced coordination among the UN system and between the UN and non-UN members because such a framework among the UN family Organizations and between these and non-UN members would enhance advocacy and communications campaign in support of NEPAD.

The document is predicated on the belief that support by the stakeholders for the implementation of NEPAD is a long-term objective that will need a long-term and sustained communications campaign and this campaign will be more effective if the operators make the effort to identify clear and measurable goals, carefully select the target audiences and communicate on their needs through clear and simple messages. Thus the document makes an effort to identify some of these target audiences and it provides some pointers on how the advocacy and communications campaign to support NEPAD and African issues can be organized.

Similarly a communication strategy would prepare the operators of NEPAD for an action plan that would show to Africans and the international partners of NEPAD how the programme would be a mutually benefiting one, by outlining objectives, activities and events that would showcase NEPAD as a capable vehicle set to succeed where similar African developmental antidotes have failed in the past.

### **THE NEED FOR A COMMUNICATION CAMPAIGN:**

The global Advocacy and communications campaign in support for NEPAD is based on the need to create awareness and build credibility around NEPAD principles, objectives and programmes at the country, regional and global levels while also maintaining a sustained interest among NEPAD partners to continue to support its implementation. The following are some of the issues that highlight the need for structured campaigns:

Civil society complaints that NEPAD is a top-down programme of African governments to appease donors in the West, which neglects the inputs of the African population. Lack of sustainability of previous initiatives like Lagos Plan of Action and poor performance of African countries in the UN-NADAF programme of the 90s which preceded NEPAD which has create a huge credibility gaps.

The question over the ownership of the initiative, requires a sustain and organized response that would showcase Africa's intellectual capability and technocratic capacity to create, manage and sustain the new initiative of NEPAD:

Some donor countries are questioning NEPAD achievements since its creation, specifically some are skeptical about the implementation of the Peer Review Mechanism; others wish to know how NEPAD will work with Regional Economic Communities; the funding of specific projects such as the infrastructure, agriculture, etc.

The perception that NEPAD only exists at or during the meetings of the Steering Committees Heads of State and Government Implementation Committee (HSGIC) and in between meetings little demonstrates its existence.

The spectrum of the African populations, including those from the NEPAD Steering Committee member states tend to feel that little has been done to keep them informed or involved and NEPAD priorities have yet to be streamlined into national development plans or national budgets.

National private sectors, civil society organizations that claim not to be aware to support NEPAD priorities.

The continuing perception by some African governments that NEPAD is a programme of the five initiating countries, despite the fact that it has been endorsed by the African Union Assembly of Heads of State and Governments in Lusaka in July 2001, and by the UN General Assembly as its framework for the support of Africa in December 2002.

The continuing existence of Negative Reporting on Africa, and concerted efforts to change this tendency.

Modest Progress in Achieving the Millennium Development Goals, especially in Africa.

**EFFORTS THUS FAR:**

In attempting to address the lack of information and (mis) perceptions on NEPAD, the NEPAD Secretariat has sponsored a number of

UN family members advocating for NEPAD. Thus this document aims at defining and promoting agreement on a framework for collaboration among various actors that will implement the campaign. The framework is expected to enhance the quality and effectiveness, both in terms of cost and impact, thus ultimately contributing for its sustainability in the long run. In addition, a spin-off document would be provided that can be a lead and a kick-off on how specifically a communication campaign can be implemented.

### **OBJECTIVES OF THE CAMPAIGN:**

This document sets out the specific objectives in the proposed NEPAD communication and advocacy campaign, and the activities that would activate those objectives. The objectives here stated are derived idealistically from the central objectives of the New Partnership for Africa's Development, NEPAD itself since this campaign is an effort to enhance the programme and materialize its promise. As stated by its promoters, NEPAD as a programme of policy options was estab

Therefore the selection of objectives fo

defined as what NEPAD stands for. And this message has to essentially be the same message to be conveyed by all NEPAD advocates, communicators and promoters.





**EXPECTED OUTCOMES:**

The objectives stated can and would be realized by the conduct and undertaking of activities and events that would be listed later in this document. The activities would be tailored to specific objectives especially since each objective is conceived in this paper,



of NEPAD would become strengthened. A sustained advocacy and communications campaign in support of NEPAD can only be achieved through enhanced coordination of UN agencies and increased ability to communicate consistent, simple and clear messages to the various target audiences that the strategy seeks to inform and persuade. From the situation described elsewhere in this text, it is logical that the campaign should dedicate sufficient time and attention to bring the UN family Organizations to work together to make greater contribution to the implementation of NEPAD. Communicators in the NEPAD Secretariat and those of the UN family members will be required to meet regularly to plan together advocacy activities and to assess their challenges and progress.

### **COORDINATION MEETINGS :**

Regular evaluation meetings should be conducted to enhance the coordination among all NEPAD advocacy partners. Ad-hoc meetings could also be held as and when required to address specific or urgent challenges.

Three specific types of coordination and evaluation meetings are proposed.

i. OSAA Advocacy Team and NEPAD Secretariat:

This meeting would essentially tackle management issues related to the programme, such as assessing progress in the campaigns, and evaluating the impact of messages that are being communicated their effectiveness, problems and successes in the management structure and future plans.

ii. NEPAD Secretariat and UN family Organizations:

This would be a meeting chaired by OSAA in which agencies in addition to discussing their plans and agreeing on the implementation strategy, time frame and coordinating mechanisms would also share their best practices. They would also use this opportunity to strengthen their commonalities, outline the challenges they are facing in their specific areas, the way forward and their specific strategies. This meeting could also be held once a year

iii. It is also proposed that an annual meeting bringing UN communicators with those of NEPAD country structures is held once a year. The objective of this meeting will also be to take stock of the progress made, best practices and planning future activities.



In some of the largest capitals in the World, there are important media organizations and representations with an interest on Africa. These groups have contact with the UN family Organizations and African Ambassadors, but not on regular basis. The campaign should identify them as an important target audience and allies, especially to address the issue of negative reporting on Africa. Information on successes in NEPAD, the effort being made in the continent, would ultimately influence public opinion and decision-makers. They could also promote business interest between Africa and these countries. Often, these Civic Associations and Media Groups organize events and meetings that NEPAD supporters can piggyback to and feed the audience with important information.

The plan of action would continuously build on a list of such media organizations, some of which include Inter-Press Union/Global Information Network based in New York, African Journalists Association based in Washington D.C., Independent Press Association, which a nationwide group in the US, so too National Association of Black Journalists. There is also All Africa.com in Washington DC, there is the Hausa Service of the Voice of America in Washington DC and their BBC counterpart in London, etc.

Particular attention should be given to working closely with African journalists and media groups based in and representing the West. This is key, especially because there are several Africans who are holding leadership positions in the mainstream of western media establishment. An African is the foreign editor of Newsday, the 6th largest metropolitan newspaper in the US, Africans hold key positions at VOA and BBC and several other western media outlets. But none of them have ever been approached to play a part in African developmental efforts despite their influential standing. So too are African-Americans who hold even greater positions of influence especially in the US media. A campaign of this kind can find a very redoubtable allies in many of these journalists and media professionals.

#### B. NEPAD Structures at the country level

National Governments have set up national structures, some at cabinet level, some at



facilitate the flow of feedback from partners as to their view on the progress of NEPAD implementation including its strong points and shortcomings. This is where OSAA's strategic location comes into play. OSAA should see itself playing a more active role in this regard. See more of OSAA's role and UN System: ALL UN relevant UN agencies below.

Other groups to be targeted include:

- Africans in the Diaspora
- Congressional and parliamentary committees on Africa in all the G8 countries
- African governments, parliaments, assemblies, from local through states provinces to local government levels and the NEPAD country structures
- African academia and intellectual
- Media-in a general sense, including the traditional media



*NEPAD for Africa's prosperity*

*NEPAD is improvement to your Life*

*NEPAD is about you and I*

*NEPAD, all on board for Africa*

*NEPAD, abundant life for Africans*

**See more on slogans below:**

Creative professionals should be involved in detailing how the message would be presented and the various ways it can be fashioned. At each level of implementation, different messages can be fashioned out by different countries for instance.

Essentially however, the message is that NEPAD is the beginning of true development in Africa. The message is that both African leaders and the leading developed countries of the world have come together in partnership to devise a means through which Africans and African can attain its potentials in a changing and co-dependent world. The message is that NEPAD is the hope of Africa to eradicate mass poverty, attain sustainable development, that NEPAD is the programme to realize food security, reduce diseases, terminate crisis and wars, economic sufficiency and integration, social, educational advancement, etc. The message is that Africans-the leaders and the critical mass of the people, including woemn- understand and are willing to live by the principles that can make sustainable development to happen.

There is need for a clearly defined message and there should be fidelity in the content of the message as different levels of NEPAD operators begin to campaign and advocate the messages.

**PROPOSED ACTIVITIES: By no means can these be exhaustive.**

- a) Documenting on a continuous and repeated basis and then circulating widely, the formation of NEPAD and its history, preparation of fact sheets, frequently asked questions with answers, and in particular wide circulation of the popular version of NEPAD Framework Document of October 2001.
- b) Arranging interviews for individuals who are involved in the process of the formation AND implementation of NEPAD to speak about why NEPAD was formed and why and also provide information about the goals of the programme with a view to creating awareness.

- c) This can be achieved through the use of mass media in the target audience location. NEPAD secretariat. Country structures, AU, OSAA and other implementers should arrange to buy airtime in their various locations for regular programming to create awareness about NEPAD
- d) Specifically, members of the African Diaspora would have to be targeted through the use of print, electronic and Internet media to reach them
- e) Identify and promote Africans with technical expertise in the various areas of NEPAD programme in a bid to demonstrate the existence of manpower potential that can sustain NEPAD and manage its execution effectively. This can be achieved through the building, development and maintenance of a database of African experts at home in the continent and in the Diaspora
- f) Organize African intellectual capacity forums that will debate, promote existing blueprint for sectoral developmental needs, and issue new ones as necessary.
- g) Sponsor and encourage the writing of scholarly essays, dissertations, doctoral thesis on NEPAD, organizing seminars in schools, colleges, research centers, universities and so on in Africa and also some few places abroad
- h) Regular press briefings, question and answer sessions, Video News releases, press statements to announce new projects, answer questions and special media executive sessions including heads of governments, ministers and top NEPAD operators.
- i) Sponsoring conferences and workshops on NEPAD for members of the public and specific target audiences including some that would be conducted in local languages.
- j) Using local festivals in the rural areas across the continent in order to engage the skill of interpersonal communication. Local musicians, artists, actors, comedians community leaders, traditional rulers, religious leaders have to be brought to play as well in ensuring that the NEPAD message gets to as much people in the grassroots as possible.
- k) Holding regular and periodic meetings, with the opening sessions open to the press and public, between African technocrats and their counterparts in G8 countries and from all other similar nations and bilateral institutions to showcase the progress that is being made and the continuing partnerships between Africa and developed countries in implementing NEPAD.

through the medium of sports will lead to a continuous flow of interpersonal communication of what NEPAD stands for.

### **THE MEDIA AS A CHANNEL OF DISSEMINATION:**

Although we plan to use the media as a means of strategic influence, the media is essentially the means of delivering the messages.

The following then are the exact means of delivering the messages of NEPAD, said differently, how the messages would be packaged for delivery:

- A. Documentation: Fact sheets, press releases, press statements, press briefings, interviews, newsletters, documents, publications etc
- B. Creating and maintaining database of any kind of information needed for now or future.
- C. Video News Releases, VNR
- D. Airtime on Radio and TV
- E. Internet Web sites
- F. Arts and Culture: Plays, drama, comedy, local festivals, and movies including home video which are now very popular in parts of Africa
- G. Sports: Games, tournaments, matches are powerful tools of creating awareness and building credibility especially in Africa.
- H. Seminars, conferences, workshops, briefings, community meetings, forums, panel discussions, outreaches, and evaluation meetings.
- I. Open campaigns, rallies
- J. Writing and essay competitions
- K. H. Academic presentations, dissertations, thesis etc

- § Testing ideas with others who are carrying out similar work as well as with members of a target audience.
- § Defining contingency planning to deal with unforeseen circumstances.
- § Defining what the target audience should do. This is important because one should not make people guess what they should do. They need to know exactly what is expected of them.
- § Since passing different or inconsistent messages will not work. Joint planning is very important.
- § Mobilizing resources
- § Agreeing on the type of material that is necessary for objectives of a given phase of the campaign.

#### CONDUCT OF THE CAMPAIGN:

A campaign of this nature is expected to address the goals and many of challenges simultaneously, while its related activities are to be carried out by a conglomerate of UN Organizations, NEPAD country and regional structures etc with different mandates and objectives working in different environments. These Organizations are also answerable to

## ADVOCACY AND COMMUNICATION MATERIALS:

The first task of a communications and advocacy campaign is the definition of a message and also the adoption of slogans and catch-phrases. Also an advocacy and communication campaign would require specific material to communicate the intended message.

In addition to the media package listed above, material could entail posters, flyers, briefing packages, speeches, etc. From the onset it would be necessary to decide what type of material is required for the specific campaign and who is best placed to produce such material.

### Types of Material

#### A. Slogans

At all stages, the campaign needs to identify clear information goals and a “message” that can be incorporated into the materials used to support outreach activities. A slogan of some kind would be useful to complement visual presentation of materials.

A slogan must be catchy so that people everywhere can quickly grasp its essence, which makes *NEPAD, its Africa's time* sounds the best

In order to support communication activities (speaking to leaders, briefing the press, attending a workshop, etc), the programme needs to have information materials and messages that will meet the special needs of specific audiences.

#### B. Specialized material :

Certain groups will require more detailed and technical information. A roundtable of business people may have more specialized interests than a group of high school students but some UN organizations have found that, working on a limited budget in given circumstances, it is possible to use a single set of information materials for a range of audiences. These can take the form of press releases, backgrounders, pamphlets, etc but if they are written at a level that a well-educated 15 year old can understand they will work for most audiences. However, working with Radio and Television would require different approach in preparing material for broadcasting for millions living in rural community who cannot read.

#### C. Reports on Africa and NEPAD:

Issuance on new reports could be publicized and made available on request. However, it is important that the material pass consistent messages. This implies that the identification of challenges faced by NEPAD, what needs to be communicated to



The NEPAD Secretariat and OSAA will conduct the overall coordination of the NEPAD advocacy and communication programme. These two entities will periodically evaluate current programmes; formulate strategies for the next phases and co-chair consultative forums. Specific and specialized components of the programmes would be developed, managed and implemented by each participating agency.

b) Communication and Advocacy strategy group

While OSAA and the NEPAD Secretariat have the overall responsibility for the coordination of the campaign in support of NEPAD, a wider but effective strategy group could be established between key partners both in New York and in Africa. This group will be responsible for meeting periodically and agreeing upon the overall thrust of the campaign, identifying challenges and reorienting programmes. ECA,

