

1. About Stockholm +50

The Stockholm +50 is an international meeting agreed to be convened by two Resolutions of UN General Assembly. “Stockholm+50: a healthy planet for the prosperity of all – our responsibility, our opportunity” meeting is to be held in Stockholm on 2 and 3 June 2022, during the week of World Environment Day. The meeting will commemorate the 50 years since the convening of the UN Conference on the Human Environment and shall accelerate the implementation of the Sustainable Development Goals (SDGs) during the Decade of Action including through a sustainable recovery from the COVID-19 pandemic. The Government of Sweden will host the meeting with the support of the Government of Kenya.

2. Communications Objectives

The communication strategy demonstrates quality communication content and material data will manifest as national consultation events taking place in Jordan from February to May 2022 as part of the Stockholm +50 National Consultation Stakeholder Meeting. The main aim is to mobilize existing resources to further the global vision on how to achieve a healthy planet and prosperity for all while recognizing the urgency of pushing for progress on the SDGs and Multilateral Agreements. The workplan will showcase the multi-stakeholder dialogues leveraging from existing partnerships, such as that with the Ministry of Environment, Ministry of Water and Irrigation, Ministry of Agriculture, Ministry of Energy, in addition to those with civil society and private sector actors. Thus, the national consultations under the Stockholm+50 will amplify the voices of the poor, youth, women, indigenous groups, local communities, and people with disabilities.

The results highlighted through the communication strategy and generated through the national consultations will offer a clear recommendation for stakeholders that advance national and sectoral policies that integrate climate concerns and nature-based solutions through Nationally Determined Contributions (NDCs), National Biodiversity Strategies and Action Plans (NBSAPs), Green Economy/Green recovery and the SDGs framework.

The communication workplan material is tailored around different visibility aspects. In an effort to achieve maximum engagement and inclusivity, different media types will be shared across social media platforms. Such efforts include but are not limited to stories and blogs about the work conducted through the consultations, (a) press release(s) about in-person consultations, interviews with key stakeholders of the consultations, designing and publishing a video to stress and amplify the value of the national dialogues that will feed into stockholm+50. Moreover, the highlights of the consultation meeting, as well as the events leading up to and the discussions following them, will be publicized on SparkBlue as the main communication hub for the Stockholm +50 National Consultations.

3. Target Audience

To stimulate an inclusive bottom-up whole-of-society and whole-of-government conversation about the Stockholm+50 mission and vision, the target audience of the national consultations will be as follows:

- UN accredited and non-accredited major stakeholder groups will be involved and to ensure that individuals are represented by organizations, including:
 - NGOs,
 - Community-based organizations,
 - Universities and research institutions,
 - Private sector entities,
 - Interest groups (Women, youth, poor, indigenous groups, local communities, people with disabilities and other marginalized groups);
- Experts on particular issues;
- Semi-governmental actors, such as a national human rights institution or ombudsman;
- Political decision makers, including government authorities, and parliamentarians;
- Private sector entities, including small businesses and local entrepreneurs

To ensure adequate geographical coverage, three major consultation meetings are planned focusing on different regions and communities of Jordan; the North, Middle and South in addition to other outreach activities. Furthermore, National Consultations will leverage existing partnerships, such as that with the Swedish Embassy in Jordan, to highlight the importance of connection and collaboration in achieving the Stockholm +50 goals.

4. Key Messages

The objective of the National Consultations is to stimulate inter-government dialogue on the main themes of Stockholm+50 as they relate to Jordan’s national context. Consultations will provide in-person and virtual platforms for ideas, insights, and innovation and thus help in building a global vision on “how to achieve healthy planet and prosperity for all” while accelerating progress on the SDGs and Multilateral Environment Agreements through an inclusive green recovery. To facilitate the former, the Consultations aim to stimulate a safe and resourceful space for diverse individuals and actors to debate at different levels and with a range of stakeholders offering their feedback and guidance. Simultaneously, the Consultations shall stress and provide clear recommendations for governments, civil society and private sector on priority actions that can advance national and sectoral policies that address climate change and leverage nature-based solution.

5. Communication Activities & Tools

As displayed in the Table A below, multi-media products and several platforms will be used to generate necessary attention and communicate valuable discussions of the National



Consultations. For maximum engagement and access, the Consultations shall be held on live as well as streamed for possible online attendees via YouTube and Facebook. In hope to connect and co-create with policy makers, development practitioners and advocates from the public, private, and civil society sectors, information pre, during and post-consultation will be shared on SparkBlue virtual platform. UNDP social media platforms (Instagram, Twitter, Facebook, and LinkedIn), as well as the internal newsletter, UNDP official website will relay information about the anticipated events. Finally, national media outlets are contracted.

Table (A)						
Work plan activity	Sub Activities	Description	Communication Tools	Time Frame	Target Audience	Person in charge
1. National Government Outreach	1.1 Social media teaser posts (Save the date)	A pre-Promotion story about the upcoming work	Social media channels (Facebook, Instagram, Twitter, and LinkedIn)	February 2022	Relevant Jordanian Ministries and representatives, NGOs, UNDP partners and beneficiaries, amongst others	UNDP Jordan Communications Team
	1.2 UNDP Staff announcement		Greening the blue UNDP February Newsletter			UNDP Jordan National Coordinator
2. Engage with Swedish Embassy	2.1 kickstart the Stockholm consultations and collaborative conversation	Sharing 'speech highlights' or 'Top Highlights' from Swedish Ambassador Extend thanks for partnership by 'thank you' tweet to kickstart the Stockholm consultations.	Social media channels (Facebook, Instagram, Twitter, LinkedIn)	February 2022	Relevant Jordanian Ministries, their representatives and focal points, NGOs, UNDP partners and beneficiaries, amongst others Academics, students, innovators and interested individuals	UNDP Jordan Communications Team UNDP Jordan National Coordinator

Table (A)						
Work plan activity	Sub Activities	Description	Communication Tools	Time Frame	Target Audience	Person in charge
3. Prepare communication and outreach plan, share with S+50 Team.	3.1 One to one interview with a participant from the consultation workshops	Identify and share the input of participants to entice further involvement.	Social media channels (Facebook, Instagram, Twitter, LinkedIn) SparkBlue	February 2022- April 2022	Relevant Jordanian Ministries, their representatives and focal points, NGOs, UNDP partners and beneficiaries, amongst others Academics, students, innovators and interested individuals Population of SparkBlue consultation space	UNDP Jordan Communications Team UNDP Jordan National Coordinator
4. Plan for and prepare communication materials (Blog, OpEd, stories)	4.1 Produce visibility material for each consultation session 4.2 OpEd 4.3 Blog	Cover national consultation meetings as events on SparkBlue for in-house and external publicity and access.	Blogs, Videos, UNDP social media channels (Facebook, Instagram, Twitter, LinkedIn) SparkBlue	February 2022- April 2022	Relevant Jordanian Ministries, their representatives and focal points, NGOs, UNDP partners and beneficiaries, amongst others	UNDP Jordan Communications Team UNDP Jordan National Coordinator

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	4.4 Livestream the consultations	<p>Blog post on how the consultation sessions feed into Jordan's national documents.</p> <p>Post publicly accessible livestream link for people/parties to join consultations virtually.</p>			<p>Academics, students, innovators and interested individuals</p> <p>Population of SparkBlue consultation space</p>	
5. Prepare Press Release, share with the S+50 Team.	<p>5.1 Invite media focal points to one of the consultation sessions (E.g, ministries focal points).</p> <p>5.2 Press release (kickoff consultation press release, post</p>	<p>Publishing a thematic newsletter focused on Stockholm +50 consultation success and highlights</p> <p>Rallying mainstream media attention in anticipation</p>	<p>Stockholm +50 Newsletter</p> <p>Press releases</p> <p>SparkBlue</p>	February 2022- April 2022	<p>Relevant Jordanian Ministries, their representatives and focal points, NGOs, UNDP partners and beneficiaries, amongst others</p> <p>Academics, students, innovators and</p>	<p>UNDP Jordan Communications Team</p> <p>UNDP Jordan National Coordinator</p>

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	consultation press release).	for the occurring and upcoming consultations by leveraging the involvement of reputable national actors and officials.			interested individuals	
6. Outreach national media	6.1 Wrap up video 6.2 Sharing recoded livestream of event.	Wrap up video through rushes made during each consultation which is later combined into one video, released at the end of the assignment Posting the recorded livestream of the National consultations as a widely	Publishing/sharing on social media channels (Facebook, Instagram, Twitter, LinkedIn) SparkBlue	February 2022- April 2022	Relevant Jordanian Ministries, their representatives and focal points, NGOs, UNDP partners and beneficiaries, amongst others Academics, students, innovators and interested individuals	UNDP Jordan Communications Team UNDP Jordan National Coordinator

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Work plan activity	Sub Activities	Description	Communication Tools	Time Frame	Target Audience	Person in charge
		accessible link.			Population of SparkBlue consultation space	
7. Publish and share S+50 Jordan Consultations National Report	7.1 Launching Completed National Report (S+50 deliverable)	Social media promotion and sharing of the Final Report on main Consultation inputs, insights and innovations.	Publishing/sharing on social media channels (Facebook, Instagram, Twitter, LinkedIn) SparkBlue			UNDP Jordan Communications Team UNDP Jordan National Coordinator National Consultant