



Stockholm 50+: National Consultations - Georgia

Communication Strategy and Visibility Plan

1. Introduction

The “Stockholm+50: a healthy planet for the prosperity of all – our responsibility, our opportunity” is an international meeting to be convened by the UN General Assembly in Stockholm on 2 and 3 June 2022, during the week of World Environment Day (5 June). The meeting will commemorate the 50 years since the convening of the UN Conference on the Human Environment. It is also designed to help accelerate the implementation of the Sustainable Development Goals during the Decade of Action including through a sustainable recovery from the COVID-19 pandemic.

The international meeting is hosted by the Government of Sweden with support from the Government of Kenya.

Stockholm+50 calls for an inclusive approach that reflects the diversity of voices and perspectives from a wide range of stakeholder groups - local governments, civil society, women, local communities, academia, youth, private sector, people with disabilities.

To ensure that all stakeholder groups are involved in the three Leadership Dialogues of the Stockholm 50+ international meeting, it is planned to conduct the National Consultations in 58 countries between February-May 2022. The consultation outcomes will inform the Stockholm+50 international meeting through national reports and a global synthesis report capturing key findings, recommendations, data, media coverage, and links to national policy frameworks.

2. Overall communication objective(s)

The Communication and Visibility Plan proposes a set of activities that will contribute to the promotion of the multi-stakeholder dialogue - *National Consultations in Georgia* ensuring effective public outreach, strategic communication and visibility of the Stockholm 50+ international meeting, partners and donors.

The National Consultations will be held in April 2022 and focus on the three Leadership Dialogues in the national context, in particular:

- 1. Reflecting on the urgent need for actions to achieve a healthy planet and prosperity of all**
- 2. Achieving a sustainable and inclusive recovery from the coronavirus disease (COVID-19)**

pandemic

3. Accelerating the implementation of the environmental dimension of sustainable development in the context of the decade of action and delivery for sustainable development

The strategy discusses the ways how to reach out to a wide range of target audiences on the central and local levels by achieving the following objectives:

- Communicate the National Consultations goals and objectives
- Highlight the consultations process between a wide range of target audiences
- Promote the UNDP role in climate action and post-Covid-19 recovery
- Acknowledge the role of Sweden in supporting the initiatives related to environmental governance and climate adaptation and disaster prevention measures
- Highlight the Stockholm 50+ international meeting goals, objectives and outcomes

The Communication Strategy and Visibility plan is in line with the Stockholm 50+ Team consultations and [visibility guidelines](#).

3. Target audiences

3.1 Direct beneficiaries - To ensure that beneficiaries are aware of the National Consultations scope, activities, its impact and its donors and implementers, and engage actively in the dialogues.

- **Government of Georgia**
- **Civil Society Organizations**
- **Local communities**
- **Academia**
- **Private sector/business associations**
- **Youth**
- **Women organizations**
- **People with disabilities**

3.2 Multipliers - To ensure that multipliers are aware of the National Consultations goals, objectives and activities and contribute to the success of the initiative, sharing and highlighting its progress and outcomes.

- **Mass media/journalists**

3.4 General public in Georgia - To raise awareness about how the international community, UNDP and the Government of Sweden help tackle climate change and improve lives on the national level. To make the general public aware of who is implementing/contributing to the successful implementation of the initiative.

4. Communication activities

4.1 Communication tools

Communication and visibility activities, undertaken under the Stockholm 50+ National Consultations, will be designed for the specific target audiences described above, covering all consecutive stages of the consultations cycle. The pandemic and post-pandemic realities will be considered at every stage.

All communication and visibility activities will be implemented by the National Consultations Georgia Team and coordinated by the focal points from UNDP Georgia Energy and Environment Team and Communications Unit in close partnership with the Stockholm 50+ Team.

The following main tools will be applied at different stages of the National Consultations cycle:

1. **Corporate UNDP website and social media accounts**, as well as the websites and social media associated with the Stockholm 50+ partner organizations, to disseminate high-profile information about the implementation of the National Consultations in Georgia and the Stockholm 50+ international meeting.
2. **National and local media and social media** to serve as a platform for engaging multipliers -TV coverages of the National Consultations/meetings; live streams via UNDP Facebook and/or YouTube channels.
3. **UNDP's digital platform, SparkBlue**, for hosting interactive online consultations, live streaming, and discussions alongside development partners and stakeholder groups.

4.2 Communication plan

Date	Activity	Message	Communication tool (see 4.1)	Target audience
March	Development of the National Consultations Georgia branding (logo usage, templates for media releases, social media, rollups, banners, stationery, etc.)	Limiting climate change, and restoring nature and biodiversity is an opportunity to improve the quality of life for billions of people.	All communication tools	All target audiences
April	National Consultation (Tbilisi)	Accelerating the implementation of the environmental dimension of sustainable development in the context of the	All communication tools	All target audiences

		decade of action and delivery for sustainable development		
April	National Consultation (Telavi)	An urgent need for actions to achieve a healthy planet and prosperity for all	All communication tools	All target audiences
April	National Consultation (Batumi)	A sustainable and inclusive recovery from the COVID-19 pandemic	All communication tools	All target audiences
2-3 June	Stockholm 50+ meeting	<p>Immediate action for the environment will create a better future on a healthy planet</p> <p>We have Only One Earth, and time is running out</p> <p>An urgent need for actions to achieve a healthy planet and prosperity for all</p> <p>Everyone's action counts</p>	All communication tools	All target audiences

4.3 Coverage

Date	Event	Communication tool	Coverage
April	National Consultation (Tbilisi)	Media advisory Press release Social media posts	National media (online, broadcast) Social media Web SparkBlue
April	National Consultation (Telavi)	Social media posts	Local media (online, broadcast) Social media SparkBlue
April	National Consultation (Batumi)	Social media posts	Local media (online, broadcast) Social media SparkBlue

June	Stockholm 50+ meeting National Consultations Georgia – final report	Press release Social media posts	National media (online, broadcast) Social media Web SparkBlue
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4.4 Photo/Video content

Date	Event/Venue	Deliverable	Content
April	National Consultations Tbilisi	Photos 1X1-5min video	<p>Consultation highlights/ Soundbites clip</p> <ul style="list-style-type: none"> • Video content captured in the location of the national consultations • Video content capturing key interventions • Video content capturing participation of key stakeholders <p>Tentative questions:</p> <ol style="list-style-type: none"> 1. Do you think Georgia is acting quickly enough to achieve a healthy planet and prosperity for all? 2. What is Georgia doing to accelerate actions to achieve a healthy planet and prosperity for all? 3. What will help Georgia speed up actions towards achieving a healthy planet and prosperity for all? 4. What do you think is necessary for Georgia to achieve a sustainable and inclusive recovery from COVID-19? 5. What has Georgia been able to achieve to date towards a sustainable and inclusive recovery from COVID-19? 6. What has been successfully implemented in Georgia that is delivering on addressing environmental degradation? 7. What has been successfully implemented in Georgia that is encouraging sustainable consumption and production? 8. What has been successfully implemented in Georgia that is driving action on climate change? 9. What has been successfully implemented in Georgia that is driving a transition away from fossil fuels? 10. What has been successfully implemented in Georgia that is accelerating the transition towards green and clean energy? 11. What kind of follow-up activities would you like to see from Stockholm+50?

5. Indicators

Target group	Activity	Indicator	How will the indicator be measured?
Direct beneficiaries	Arrangement of in-person consultations/meetings Development of multimedia content Media coverage/Social media campaign	Regularly updated information on the corporate website and social media. At least 3 consultation meetings organised throughout the Stockholm 50+ preparation period. At least 3 photo sessions held. At least 1 video produced.	Feedback from meeting participants, donors and stakeholders Media and social media coverage
Multipliers	Arrangement of in-person consultations/meetings Development of multimedia content Media coverage/Social media campaign	Media reporting on the Stockholm 50+ pre-, ongoing and post-preparation period.	Feedback from meeting participants, donors and stakeholders Media and social media coverage
General public	Arrangement of in-person consultations/meetings Development of multimedia content Media coverage/Social media campaign	Regularly updated information on the corporate website and social media. At least 3 consultation meetings organised throughout the Stockholm 50+ preparation period. At least 3 photo sessions held. At least 1 video produced	Feedback from meeting participants, donors and stakeholders Media and social media coverage

5. Reporting

The National Consultations Georgia Team will provide the post-consultation deliverables as follows:

- Video recordings
- Photos
- Press clippings
- Web and social media tracking