

# DRAFT FOR DISCUSSION

## THE GOVERNORS' CLIMATE AND FOREST TASK FORCE TASK 4: COMMUNICATIONS PLAN September 7th, 2010

### 1. Overview

This communication plan details a road map for how the Governors' Climate and Forest Task Force (GCF) will conduct existing and future communication both internal to GCF members and externally to key stakeholders. The plan is designed to be short and action oriented to ensure progress in working across five countries in multiple time zones amongst the fourteen GCF member states.

The GCF was formally established in mid-2009 to: establish successful programs that reduce emissions from deforestation and land degradation (REDD) by state and provincial governments; to influence federal and international REDD programs and funding; and to share lessons learned with all interested stakeholders. Since its inception, GCF members have done this by developing the GCF organization, sharing information among members, identifying technical recommendations for reducing emissions from deforestation and land degradation (REDD+) and working with stakeholders to refine these recommendations. Less emphasis has been placed on communicating key GCF results and successes with donors, state and federal partners, NGO stakeholders, indigenous communities and even within GCF states.

It is simply not enough to develop good ideas amongst GCF states. Good actions, ideas and concepts must be implemented, shared, adapted, and defended by multiple parties to ensure the ultimate aim of the GCF is accomplished – to reduce global greenhouse gas emissions from deforestation. This plan outlines the key target audience for this plan, recommended means of targeting communication with each group, and a plan for developing communication deliverables to these audiences through Spring 2011.

**Target Audiences** This plan is split into two target audiences each having slightly different communication needs – an internal audience for GCF members and the Secretariat and an external audience for key stakeholders. Each is represented in the table below:

Internal Audience	External Audience
1. GCF Governors	5. Direct beneficiaries of GCF REDD efforts (communities, indigenous communities, industry)
2. GCF reps selected by Governor (2 per state/province)	6. NGOs working on REDD nationally or internationally
3. GCF Secretariat and Consultants (University of Colorado, Boulder)	7. GCF national governments
4. Working Group participants (industry, NGO's, states, etc.)	8. National governments with GHG reduction targets
	9. Bi-lateral donors or institutions that could fund GCF efforts
	10. Private entities that can support or finance GCF efforts
	11. Educational and research institutions

**Communication Plan** It is important to clearly identify who is communicating what message to whom, the tools for communication, and when a message should be strategically delivered. The table below answers how the GCF will communicate to both internal and external audiences. The next section outlines when each effort will be developed.

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#	TARGET AUDIENCE	COMMUNICATION OBJECTIVE	TOOLS	GCF LEAD IMPLEMENTOR
	<b>INTERNAL</b>			
1.	GCF Governors	To provide Governors with enough information so they can explain the successes of their state and the GCF in addressing REDD, and to engage with national and international leaders to promote sub-national REDD funding and programs.	<ul style="list-style-type: none"> <li>• GCF Newsletter</li> <li>• GCF bi-annual event</li> <li>• Governors Briefing Material</li> <li>• GCF website</li> </ul>	<ul style="list-style-type: none"> <li>• GCF Reps</li> </ul>
2.	GCF Reps	To ensure GCF representatives are the lead knowledge source for all things GCF-related in their state to empower them to implement successful sub-national REDD programs and to ensure the GCF is operated and governed in a professional and transparent manner.	<ul style="list-style-type: none"> <li>• GCF Newsletter</li> <li>• GCF bi-annual event</li> <li>• GCF website</li> <li>• GCF on-line database</li> <li>• Technical reports</li> <li>• Calls/meetings</li> </ul>	<ul style="list-style-type: none"> <li>• GCF Working Group Chair</li> <li>• GCF Secretariat</li> </ul>
3.	GCF Secretariat and Consultants	To ensure the GCF Secretariat is developing progressive technical reports and materials that progress sub-national REDD efforts. The goal is to get this to GCF representatives in a way that is timely and easily digestible.	<ul style="list-style-type: none"> <li>• GCF Newsletter</li> <li>• GCF bi-annual event</li> <li>• GCF website</li> <li>• GCF on-line database</li> <li>• Technical reports</li> <li>• Calls/meetings</li> </ul>	<ul style="list-style-type: none"> <li>• GCF Chair</li> <li>• GCF Secretariat</li> </ul>
4.	Working Groups	To develop original products for each working group in cooperation with GCF stakeholders and to present these products to all external audiences that maximizes input and significant outreach	<ul style="list-style-type: none"> <li>• GCF Newsletter</li> <li>• GCF website</li> <li>• GCF on-line database</li> <li>• Technical reports</li> <li>• Calls/meetings</li> </ul>	<ul style="list-style-type: none"> <li>• GCF representatives leading Working Groups</li> </ul>
	<b>EXTERNAL AUDIENCE</b>			
5.	Direct beneficiaries	To provide open information to civil society about the progress of their respective governments in the GCF and to allow the participation of communities in the development of all GCF products.	<ul style="list-style-type: none"> <li>• GCF Newsletter</li> <li>• GCF bi-annual event</li> <li>• GCF website</li> <li>• GCF on-line database</li> <li>• Technical reports</li> </ul>	
6.	GCF National Governments	To share information and collaborate with national governments to ensure national and international agreements include REDD and sub-national provisions.	<ul style="list-style-type: none"> <li>• GCF Newsletter</li> <li>• GCF bi-annual event</li> <li>• GCF website</li> <li>• GCF on-line database</li> <li>• Technical reports</li> <li>• Calls/meetings</li> </ul>	
7.	NGOs working on REDD	To provide information on all technical materials and workshop details in advance to ensure maximum participation from the NGO community	<ul style="list-style-type: none"> <li>• GCF Newsletter</li> <li>• GCF bi-annual event</li> <li>• GCF website</li> <li>• GCF on-line database</li> <li>• Technical reports</li> <li>• Calls/meetings</li> </ul>	
8.	National Governments	To communicate with national governments about the efforts	<ul style="list-style-type: none"> <li>• GCF Newsletter</li> <li>• GCF bi-annual</li> </ul>	

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	w/ cap	of sub-national efforts and the opportunities available to reduce joint forest carbon activities related to REDD.	<ul style="list-style-type: none"> <li>• event</li> <li>• GCF website</li> <li>• GCF on-line database</li> <li>• Technical reports</li> <li>• Calls/meetings</li> </ul>	
9.	Bi-lateral donors	To communicate the technical efforts of the GCF and progress demonstrated in GCF states to provide certainty to donors and markets the significant place GCF states have in developing credible REDD programs	<ul style="list-style-type: none"> <li>• GCF Newsletter</li> <li>• GCF bi-annual event</li> <li>• GCF website</li> <li>• GCF on-line database</li> <li>• Technical reports</li> <li>• Calls/meetings</li> </ul>	
10.	Private entities	To communicate information to private entities information regarding what safeguards will be required in potential REDD markets and the investment opportunities available in GCF states.	<ul style="list-style-type: none"> <li>• GCF Newsletter</li> <li>• GCF bi-annual event</li> <li>• GCF website</li> <li>• GCF on-line database</li> <li>• Technical reports</li> <li>• Calls/meetings</li> </ul>	
11.	Universities and Research Institutions	To communicate with technical researchers regarding the scientific criteria used by GCF in developing its programs and to collaborate to advance these methods.	<ul style="list-style-type: none"> <li>• GCF Newsletter</li> <li>• GCF bi-annual event</li> <li>• GCF website</li> <li>• GCF on-line database</li> <li>• Technical reports</li> <li>• Calls/meetings</li> </ul>	

## 2. Communication Tools Completion Schedule

The communication tools will be the central vehicles for reaching internal and external stakeholders discussed above. In addition to the tools discussed here, the Communications Working Group will work towards developing a press packet that will be for all GCF members to communicate unified, clear messages regarding the GCF. Each of the tools listed below are followed by the lead developer and a schedule for its completion.

- GCF Newsletter (Lead-Working Group 4) – The GCF Newsletter will be a two-page newsletter developed bi-monthly and will include an update on all GCF activities, information regarding one GCF state, and a schedule of events and activities. *A draft should be completed to present at the September GCF meeting and then finalized by October. The drafts would then have a second draft ready by December and the next COP in Mexico.*
- GCF bi-annual event (Lead-GCF Secretariat) – This is the bi-annual GCF event that brings all GCF representatives and stakeholders together. The event is already scheduled and being developed by the Secretariat.
- Governors Briefing Material (Lead-Working Group 4) – This will be a memo developed by GCF representatives to provide all existing and incoming Governors updated, high-level information regarding all GCF activities and needs for their participation in the process. *A draft should be completed to present at the September GCF meeting and then finalized by October.*

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- GCF website (Lead-GCF Secretariat) – This will be the central platform for communicating all GCF activities for internal and external stakeholders.
- GCF on-line database (Lead-Working Group 2) – This will provide updated information on all REDD activities for each GCF State. A draft of the database will be developed at the next GCF meeting in September.
- Technical reports – Technical reports from each of the Working Groups will be important to share with all internal and external stakeholders regarding the progress of the GCF. NEED TO HAVE A LIST OF WHAT REPORTS WILL BE COMPLETED IN THE FUTURE.

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