



**Spotlight
Initiative**
*To eliminate violence
against women and girls*



Annex VI

Communications and Visibility Strategy

(updated)

November 2018

Introduction

The Spotlight Initiative Communications and Visibility Strategy provides a framework for communications and visibility actions relating to those activities that are (co-) funded by the European Union (EU) via a United Nations multi-donors trust fund (UN MDTF) named the "Spotlight Initiative". It is a living document, subject to constant review and change as deemed appropriate.

The Spotlight Initiative Communications and Visibility Strategy has been designed to ensure a credible and consistent flow of information about the Initiative, its partners — and most importantly — its impact on eliminating violence against women and girls (VAWG).

A Communications and Visibility Guide¹ has been developed by the Spotlight Initiative Secretariat to provide additional details and guidance on the Initiative's communications objectives, messages, audiences, content, channels, partnerships, branding, resources, monitoring and evaluation, and reporting requirements.

The strategy covers communications actions to be delivered in Europe, as well as in partner countries.

Background

Violence against women and girls is one of the most widespread, persistent and devastating human rights violations in our world today. VAWG currently exists in all countries, communities and nations and is one of the biggest impediments to the full realization of women and girls' human rights, as recognized in the 2030 Agenda for Sustainable Development.

As champions of the 2030 Agenda and women and girls' rights and empowerment, the EU and the UN are embarking on a new, global, multi-year initiative focused on eliminating all forms of violence against women and girls — the Spotlight Initiative. The Initiative is so named as it brings focused attention to this issue, moving it into the "spotlight" and placing it at the centre of efforts to achieve gender equality and women's empowerment, in line with the 2030 Agenda.

Consistent with the principles of the 2030 Agenda for Sustainable Development, the Spotlight Initiative will apply a rights-based approach and give particular attention to the most marginalized women and girls in order to 'leave no-one behind'. It will aim at galvanizing political commitments at the highest level and at providing large-scale targeted support, as well as at building new partnerships. It will also raise awareness of the widespread, persistent and detrimental impact of VAWG worldwide.

The Spotlight Initiative will focus the EU-UN intervention in 5 regional priorities areas:

1. Trafficking in human beings and sexual exploitation in Asia, including domestic workers
2. Domestic violence in the Pacific region
3. Sexual and gender-based violence in Africa
4. Femicide in Latin America
5. Domestic and family violence in the Caribbean region

¹ Spotlight Initiative Communications and Visibility Guide (2018). [Click to access](https://goo.gl/pqd9Hy). [https://goo.gl/pqd9Hy]

These priorities will be implemented through specific regional and country level programmes. Each will have its own Communications and Visibility Plan, but all will reflect the lines taken under this visibility strategy.

Communications and Visibility objectives

The Spotlight Initiative has four mutually-reinforcing communications objectives:

1. Raise global awareness of violence against women and girls, harmful practices, sexual and reproductive health
2. Illustrate and promote the impact and results of Spotlight-supported interventions
3. Provide communications for development support to strengthen Spotlight Initiative's programme design and implementation
4. Ensure visibility for the Spotlight Initiative, its donors and partners

Target Audiences

Communications activities will target several different audiences at the global, regional and national levels. Audience identification and segmentation exercises will be led by Spotlight communications officers at the national level to ensure local relevance. Analysis will be conducted for each audience segment and the most appropriate content and channels will be identified.

Potential audiences include:

- Spotlight programme beneficiaries (women, girls, boys, men)
- traditional and religious leaders
- civil society organizations
- government entities
- youth groups and networks
- UN agencies
- EU delegations
- development partners
- donor publics
- EU members of parliament

Non-traditional audiences may include the private sector, groups facing multiple and intersecting forms of discrimination such as lesbian, gay, bi, trans, and intersex (LGBTI) youth, indigenous women, or non-health/gender government ministries.

Key Messages

A set of global messages² have been developed by the Secretariat. These messages will be updated periodically.

List of Spotlight Initiative messages³

On violence against women and girls

- Violence against women and girls is one of the most widespread, persistent and devastating human rights violations in our world today
- 1 in 3 women worldwide have experienced physical or sexual violence
- 1 in 2 women killed worldwide in 2012 were killed by their partners or family
- 1 in 5 women and girls have experienced physical and/or sexual violence by an intimate partner within the last 12 months.

On the Spotlight Initiative

- The Spotlight Initiative is a global, multi-year partnership between European Union and United Nations to eliminate all forms of violence against women and girls.
- Launched with a seed funding commitment of €500 million from the European Union, the Initiative represents an unprecedented global effort to invest in gender equality and women's empowerment as a precondition and driver for the achievement of the Sustainable Development Goals (SDGs).
- The Initiative will respond to all forms of violence against women and girls, with a particular focus on domestic and family violence, sexual and gender-based violence and harmful practices, femicide, trafficking in human beings and sexual and economic (labour) exploitation.
- We know what needs to be done. The Initiative will address legislative and policy gaps, strengthen institutions, promote gender-equitable attitudes, and provide quality services for survivors and reparations for victims of violence and their families. Interventions will also strengthen systems for collecting data on violence against women and girls and empower women's movements.

² Spotlight Initiative Global Messages. [Click to access](https://goo.gl/jS5UvD) [https://goo.gl/jS5UvD]

³ As of 13 November 2018

- As a demonstration fund for action on the SDGs, the Initiative aims to demonstrate that a significant, concerted and comprehensive investment in gender equality can make a transformative difference in the lives of women and girls.
- With the Spotlight we want to spearhead a global movement and ensure women and girls can really shine.
- We want to work hand-in-hand with everyone from world leaders to the grassroots levels, - government, civil society, private sector and other development partners – men and boys, women and girls.
- Raising public awareness and shifting mind-sets and cultures remains key.
- Attitudes and mind-sets are not eternal. We need to start engaging women - and men in ensuring gender equality and building better societies together.
- Numerous countries still face a big challenge when it comes to implementing the positive laws that they have passed. For example: while female genital mutilation and cutting is prohibited in almost all of our partner countries, it is still widely practiced.
- This initiative will support concrete measures to end violence. We will give prominence to prevention, protection, and the provision of services, alongside broader efforts to ensure women's economic empowerment and their participation in all aspects of society.

Activities

All Spotlight communications and visibility activities will be focused on developing creative, relevant and high-quality content to feed communications channels. The main activities are outlined below:

- **Story creation:** Core to Spotlight's communication efforts will be the propensity to find, develop and curate impactful stories of the transformation in the lives of survivors and agents of change — the women and girls we serve. Stories will be developed using the Issue, Action, Impact model.
- **Video production:** Global audiences are increasingly turning to video to receive their daily dose of digital content. Spotlight will focus on producing social video content — video made specifically for social media platforms.
- **Photography:** High-quality photographs and images are critical components of any website or social media story. Spotlight will engage award-winning photojournalists and videographers on missions to capture moments that illustrate to impact of the Initiative.
- **Infographics:** Infographics are a visual representation of data and information. Well executed infographics can depict complex ideas and issues in simple interesting way for readers to easily

digest. Infographics are an important tool on social media, where audience attention spans are short.

- **Print and publications:** The Initiative will produce factsheets, banners, posters and other printed materials to support communications and advocacy objectives
- **Official communications:** such as joint, interagency and regional press releases, statements and media advisories.

Tools (channels)

Spotlight Initiative programmes will use the following channels to promote messages to their targeted audiences.

- **Website:** The Spotlight Initiative's web presence will be centralized under one website (www.spotlightinitiative.org). All administration, design, development, maintenance and backend support of the website will be managed by the Spotlight Secretariat. Content on the global section of the site will be a mix of original productions and content produced from core UN agencies, the EU and other partners, including CSOs. Locally administered regional and country-specific pages within the website will be available.
- **Press and media:** Newspaper articles, op-eds, television appearances and radio interviews can be powerful amplifiers to promote Spotlight's messages. Communications focal points will be responsible for developing local media contacts, cultivating relationships with journalists, media placements, and identifying good stories and new data to pitch to media outlets.
- **Social Media:** The only official hashtag of the Spotlight Initiative is **#SpotlightEndViolence**. Twitter is currently the only official social media platform used by the Initiative at the global level (@Spotlight_VAWG). In close consultation with the Secretariat, regional and country-level communications focal points may determine which social media platforms to use based on their local contexts and capacity.
- **Events:** Publicity events, conferences, seminar and workshops will be organized to convene stakeholders and the media to bring attention to Spotlight's messages and issues. Examples of events to be organized include, national day celebrations, official UN commemoration dates, TED talk-style forums and report launches.
 - ★ **National launches:** High-level launch events will be organized to commemorate the start of each Spotlight Initiative country and regional programme.
- **Celebrities (Spotlight Champions):** Enlisting high-profile public figures such as musicians, actors, athletes, influencers and politicians to advocate for the Spotlight Initiative can be an effective way to bring media coverage and raise public awareness on the issue of violence against women and girls.

Alongside top-level political leadership from Member States, the United Nations and European Union, the Initiative needs strong public figures to maximize its visibility and impact. "Spotlight Champions" should be personalities with a broad reach and worldwide recognizability, from diverse backgrounds, with a track-record of excellence in their fields and proven interest in defending and furthering human rights.

As part of its Communications and Visibility Strategy, the Spotlight Initiative plans to enlist a select number of high-profile celebrities and individuals to support achieving its overall communications objectives.

The Spotlight Champions Strategy⁴ has been developed to guide the celebrity selection and engagement process.

- **Newsletters:** A periodic digital newsletter of Spotlight content will be produced and disseminated to selected audiences at the global level. Regional and national newsletters may also be developed under the guidance of the Secretariat.

Channel	Content focus
Website	Stories that highlight the issue, action, impact of the Spotlight Initiative.
Press and media	New or interesting data Impactful stories
Social media	Creatively educate, engage and converse with online communities
Events	Increase public awareness on VAWG Support programme advocacy efforts
Celebrities	Third-party endorsement of the initiative Increase public awareness on VAWG
Newsletters	Promote existing content across channels

Branding

The Spotlight Initiative has its own distinct brand and identity. Its brand identity is formed from a Fibonacci sequence of circles. Set in the colours of the Sustainable Development Goals, the lightening inner colours give the impression of a spotlight shining into the centre.

The Spotlight brand identity was jointly developed by the United Nations and the European Union. The Spotlight brand conforms with UN and EU branding and visibility policies. The Spotlight brand should not be combined with any other logos or branding elements, including logos of UN agencies or EU delegations.

Spotlight Initiative brand guidelines⁵ have been developed to support all communications efforts and activities. These Guidelines must be strictly adhered to.

⁴ Spotlight Champions Strategy (2018). [Click to access](https://goo.gl/zDouHg) [https://goo.gl/zDouHg]

Partnerships

All the highest levels, Spotlight Initiative core agencies (UN Women, UNDP, UNFPA), UNICEF and the EU have committed to supporting the Initiative's communications and visibility objectives.

At the global level, the Secretariat will formalize a global communications reference group consisting of the Spotlight core agencies (UN Women, UNDP, UNFPA), UNICEF and the EU.

Communications officers in programmes countries will host regular meetings (with the communications focal points from Spotlight Initiative core agencies (UN Women, UNDP, UNFPA), UNICEF and the EU delegation to coordinate content development, messaging and other activities.

Communications focal points should also seek opportunities to partner with non-UN actors to increase messaging reach. Examples of non-UN partners may include journalists that write about gender issues, creative and public relations firms and popular private sector brands.

Monitoring and evaluation

A set of key indicators have been developed to monitor progress on the four communications objectives. Indicators extracted from the Spotlight Initiative Global Results Framework are identified by outcome numbers. (see Objectives section for more details).

- **Key communications and visibility indicators (objective-level)**
 - a. Outcome Indicator 3.1: Percentage of people who think it is justifiable for a man to (subject) beat his wife/intimate partner (to violence), by sex and age
 - b. Percentage of audience with accurate knowledge on the prevalence of [insert violence against women and girls focus area].
 - c. Percentage of audience with accurate knowledge of the Spotlight Initiative
 - d. Percentage of audience with a positive perception of the Spotlight Initiative
 - e. Output Indicator 3.3.3: Number of new and other media stories/reports that sensitively report on VAWG and GEWE more broadly
 - f. Output Indicator 3.2.2: Number of people reached by campaigns challenging harmful social norms and gender stereotyping
 - g. Output Indicator 3.2.5: Number of campaigns challenging harmful social norms and gender stereotyping, including of women and girls facing intersecting and multiple forms of discrimination, developed and disseminated
 - h. Output Indicator 3.3.1 Number of news outlets that develop standards on ethical and gender-sensitive reporting
 - i. Output Indicator 3.3.4 Number of journalists better able to sensitively report on VAWG and GEWE more broadly
 - j. Percentage growth of Spotlight audiences (segmented)
 - k. Percentage increase in Spotlight brand recognition

Regional and country teams may use additional indicators to monitor activities. Below is a

⁵ Spotlight Initiative Branding Guidelines (2018). [Click to access](https://goo.gl/qyuoCM) [https://goo.gl/qyuoCM]

Suggested non-exhaustive list of activity-level indicators⁶:

- **Press and media:** number of media hits, number of articles published
- **Social media:** Number of followers or subscribers, social media engagement (impressions/likes/shares)
- **Newsletters:** Number of subscribers, open rate, click rate, unsubscribe rate, location of subscribers, content popularity, qualitative feedback (via surveys)
- **Events:** Number of events, number of event attendees, type of attendee, including job type or sector, qualitative feedback (via survey)

In addition to qualitative feedback surveys, there are several online tools that are readily available to support communications channel monitoring and evaluation efforts. Here are a few examples below:

- **Website traffic:** Google Analytics
- **Media mentions:** Meltwater, Mention, Cision
- **Social media engagement:** Twitter analytics, Facebook analytics, Hashttracking
- **Event participation:** Eventbrite, Event Smart, Eventzilla, Slido
- **Newsletter management:** MailChimp, Constant Contact, SendinBlue
- **Video:** YouTube analytics, Vimeo analytics

Roles and responsibilities

Global

- The execution of this Communication and Visibility Strategy will be led by the Spotlight Initiative's Global Communications and Visibility Officer, in close collaboration with the communications focal points within the UN Department of Public Information and the three core UN agencies, as well as with all participating UN agencies, in close collaboration with the European Commission (DG DEVCO in the lead).
- The Secretariat will nurture a community of practice for Spotlight communications focal points, with the goal of sharing experience, identifying challenges and developing capacities to overcome them.
- An annual Global Communications and Visibility Plan will be developed for the following 12 months, for approval by the Operational Steering Committee.
- All engagement, management and coordination of Spotlight Champions will be led by the Communications and Visibility Specialist in the Spotlight Initiative Technical Unit. All administration, design, development, maintenance and backend support of the Spotlight Initiative website will be managed by the Spotlight Secretariat.

Regional/country

- Each Spotlight Initiative regional/country programme should have a minimum of **one dedicated communications officer** to lead and coordinate communications and visibility efforts.

⁶ Adapted from: [Communications monitoring, evaluation and learning toolkit](#), Overseas Development Institute (2018)

- The communications officer may be located in the UN Resident Coordinator's Office or within a Recipient UN Organization (RUNO). Technical support and training for communications officers will be provided by the Secretariat.
- Every year, Communications and Visibility Action Plans will be submitted to the Secretariat for the following 12 months, for approval by the Operational Steering Committee.
- Communications and Visibility Action Plans are also expected for each country and regional investment plan consistently with the overall budget, narrative and framework.
- All regional and country-level Communications and Visibility Plans should be developed using the Communications and Visibility Guide and its related tools and templates as main inputs. Communications focal points will be responsible for generating local content to feed communications channels.
- All country and regional communications officers are expected to coordinate national high-level launch events at the onset of programming.

Budget

The Communication and Visibility Strategy will form part of the overall budget and work plan of the Initiative secretariat.

All Spotlight regional and country programmes have dedicated budgets and funds to support communications and visibility activities (see annex 2 of all Spotlight Initiative programme documents).

Guiding principles

Some of the guiding principles of the proposed communication and visibility strategy are as follows:

- **Multidimensional:** The outcomes and impact of the programme need to be shared with a wide range of stakeholders, from policymakers to concerned government officials and from donors and implementing partners to beneficiary communities. Considering this, a multidimensional approach will be employed, catering to the specific needs of target groups and locales.
- **Collaborative:** Views of all stakeholders will be accommodated before finalizing the strategy to ensure maximum support from them going forward.
- **Coordination:** The Communications and Visibility Strategy will be spearheaded by the Global Communications and Visibility Officer of the Initiative, in close collaboration with the communications focal points within the UN Department of Public Information, the core agencies and each of the participating UN agencies. While this is a multi-faceted Initiative that will be implemented in a number of regions/countries, there will be a need to ensure that work-flow, branding and products are aligned with the overall global Communications and Visibility Strategy.
- **Sustainable:** A key focus will be on documenting the Initiatives' progress, achievements and impact, so they can be replicated by implementing partners, communities and current donors,

as well as showcased to seek financial support from new funders, thus ensuring continuity and sustainability.

- **Age-Sensitive:** The proposed Strategy will use a youth perspective and apply this lens to all materials developed under the Initiative, as well as the language used in communication.

Contacts

For more information on the Spotlight Initiative, please visit:

www.spotlightinitiative.org

UN media contacts

Koye Adeboye | Spotlight Initiative Secretariat | +1 646 781 4768 | adekoyejo.adeboye@unwomen.org

EU media contacts

Hanna Cole | DEVCO Communication Unit | +32 2 29 67930 | Hannah.COLE@ec.europa.eu

Regional and country communications and visibility summaries

Asia	
Programme	Communications and visibility priorities
ASEAN Safe & Fair	<p>Communication activities will be scheduled around project implementation milestones, close collaboration with EU counterparts (HQ and EU delegations) and the EU-UN Spotlight Initiative through UNDP, trustee of the Multi Partner Trust Fund (MPTF) to maximize visibility. Activities will be geared to provide overall communication support to the Project through the development of information products (aligned to the different target groups) that are disseminated physically through knowledge sharing events, on ILO and UN Women’s website and through the use of social media. The project will also share communication products with EU delegations, EC Headquarters and the UN MPTF Office as well as with key partner organizations through international networks including the Global Forum on Migration and Development (GFMD), the Global Migration Group (GMG), the International Trade Union Confederation (ITUC), the International Organisation of Employers (IOE), the International Confederation of Private Employment Agencies (CIETT), UN Secretary General’s UNITE to end Violence against Women campaign, the Sexual Violence Research Institute, as well as regional networks, including the AFML, ACW, ACWC, local and regional trade unions, employers’ organizations, non-governmental organizations and media outlets.</p> <p>Each publication produced by the project will have a clear process for review/quality control and dissemination. The review process must include that of the migration or relevant specialist. Both the ILO and UN Women publications policies will be followed. Tool publications that target migrant workers will consider accessibility and adaptations of versions reflecting relevant local language and contexts.</p> <p>Opportunities to promote project products and positions will be maximized, including topical news stories and the commemoration of International Migrants Day, Ending Violence Against Women Day (including the 16 days campaign), International Women’s Day, Domestic Workers Day and May Day. In addition, media networks will be cultivated so that they seek out ILO and UN Women responses to stories. A key part of the communications strategy is to ensure the voice of migrant workers is reflected and represented. This includes the participation of migrant representatives in events, and inclusion of their stories and photos in publications. Communications should be gender sensitive and ensure that images reflect the diversity of migrant workers.</p> <p>Communications and visibility activities will share branding with the Spotlight Initiative and, where possible, align directly with the Initiatives Communications & Visibility Strategy, in particular in relation to incorporating the messaging and social media hashtags from the Initiative. The visibility of the Project will make it clear that it sits under the Spotlight Initiative and aligns with its objectives where possible. The EU policy on visibility will also be adhered to in the implementation of this project.</p>

Latin America	
Programme	Communications and visibility priorities

<p>Regional</p>	<p>Virtual launch of the initiative, with visibility of the European Union and the UN. It will include a press release, social media strategy and dissemination documents with key messages (see below). This high impact and strategic event will be the opportunity to present the regional partnership of the Spotlight initiative. The communication strategy for the event will take into consideration the need to cover the entire region and have a high impact on networks and media, in line with the activities below.</p> <p>Development of a strategy for the dissemination of key events, for which the following editorial products will be prepared: - Formal notes on key report releases / publications - News of events - Good practices news - News of networking initiatives - News from key people (champions of the Spotlight Initiative)</p> <p>Strategy for the creation of the visual image of Spotlight Regional: based on the communication guide of the Global Spotlight Initiative, and with the aim of having coherence in information and communication, an image proposal for Spotlight that uses the logo and communication formats in social networks - and other formats or existing guides - in the design of printed and electronic products, notices in social networks, images for meeting activities, consultation meetings, etc., adapted to the regional programme.</p> <p>Differentiated strategy for key actors: to ensure the arrival of key strategy audiences, a work plan will be developed that includes a differentiated strategy for the most relevant audiences: decision makers in regional / sub-regional intergovernmental institutions; parliament; academy; social and women's organizations (indigenous, Afro-descendants, LGTBI, etc.), general public: men, women, girls and boys. For each segment, key messages linked to the products and results of the programme will be developed, the most relevant means of communication and social networks will be defined, and a calendar of activities linked to the implementation of Spotlight and the production of specific products.</p> <p>In order to concentrate all the information of the regional initiative, a web page / platform for Spotlight will be created in the region, where information and news, activities and events will be grouped, knowledge products generated during the proposal, virtual courses, tools, good practices etc. The platform will be managed in conjunction with an institution that ensures its continuity once the project ends. The initiative will prefer the creation of electronic documents that are easy to access, disseminate and at a lower monetary cost and for the environment.</p> <p>Resources: Graphic design: Templates for key messages, logos, Publications Spotlight Report, Terms of Reference, Frequently Asked Questions Etc. Good practices, initiatives and other products of the programme</p> <p>The regional programme will have a communication component for changing social norms, within which journalists / media with the private sector will be working to raise awareness about VAWG reporting and femicide, and in the generation of evidence and tools on communication campaigns to eradicate VAWG and femicide.</p>
<p>Argentina</p>	<p>Creating a communication committee for the Spotlight Initiative, led by the UNFPA and comprised by the UNIC, the persons responsible for UE communications, the RCO, the RUNOs, UNICEF (programme partner) and the communication Officer appointed to that end. Meetings will be held at least on a quarterly basis. Nonetheless, consultations will be constantly made via electronic media. There will be a follow-up on the guidelines to deliver communications to the different parties taking part of the initiative. Preparing progress reports and a final communication report</p> <p>Develop and disseminate consistent, clear and evidence-based messages on femicide, violence against women and Spotlight's response using national data. We are planning to write and communicate messages in a customized and segmented manner to appropriately reach different audiences. The messages conveyed will be in line with the applicable religious or social rules of the place where the communication activity is carried out. Activities will observe local norms.</p> <p>Develop and disseminate impactful stories and engaging content for the Spotlight global website and other channels. Developing specific contents for women who face multiple forms of discrimination: women with disabilities, migrant women, indigenous and/or rural women</p> <p>Develop a series of videos displaying the testimony of women whose lives have experienced a positive impact due to an action carried out or supported by the Spotlight Initiative.</p>

<p>El Salvador</p>	<p>Digital strategy to link civil society groups and influencers, developed and implemented by a communications consultant to support the team of communicators from participating agencies and the Resident Coordinator's Office.</p> <p>Promotion and media outreach of the Spotlight Initiative and its results directed toward influencers, public officials, international cooperation and civil society. Media relations and promotion will be directed by the communicators team of the receiving agencies and the Resident Coordinator's Office and implemented with a communications consultant.</p> <p>Identification and development of life stories about the impact of the Spotlight Initiative in people's lives to reach public officials, international cooperation, diplomatic corps and civil society. Life stories will be developed and produced by the communications consultant, under the supervision of the communicators team of the receiving agencies and the Resident Coordinator's Office.</p> <p>Below the Line (BTL) communication actions in communities where the Spotlight Initiative is being developed. These actions will reach community leaders and women from municipalities in which the Initiative will be implemented and will be planned by the communicators team of the receiving agencies and the Resident Coordinator's Office and implemented with a communications consultant.</p>
<p>Guatemala</p>	<p>Design, revisions and presentation of communication strategy and communication and visibility plan, in coordination of the technical links in each of the pillars</p> <p>Meetings with publicists, columnists and journalists to find out their perceptions of the problem and make them aware of the contents of the Program, as well as making them our allies.</p> <p>Focus groups to test key messages in different audiences</p> <p>Coordination meetings with government communicators network</p> <p>Opinion, news and social programs in radio, press and television</p> <p>Weekly spots in government media: Government channel, TGW radio and in Diario de Centro América newspaper</p> <p>Regular posts on Twitter, Facebook, Instagram, Flickr, YouTube and agency websites and on the Global Spotlight Initiative website</p> <p>Presentation of progress and reports</p> <p>Commemoration of UN dates: women's day, girl's day, day to end violence against women, day against sexual abuse, and day of human rights.</p> <p>Involvement of personalities: singers, athletes, artists and youth leaders</p>
<p>Honduras</p>	<p>Brand development (local tagline templates)</p> <p>Development of key messages</p> <p>Digital strategy, social networks</p> <p>Promotion and media outreach of the achievements</p> <p>Identification and elaboration of life stories on the impact of the Spotlight Initiative on people's lives</p> <p>Development of campaigns for behavior change and social mobilization</p> <p>Support knowledge management processes</p> <p>Support for development of publications</p> <p>The responsible for the activities will be a National UN Volunteer, expert in Communications, who will work in strict collaboration with the UN Agencies involved and its communication experts, the project coordinator, the inter-agencies coordination group and the EU communication focal point</p>

Mexico	<p>Development of a creative concept and a narrative that allows to place the theme and the Initiative in the public imagination. This will include elements such as the definition of a hashtag, a slogan, look and feel, etc.;</p> <p>Development of common key messages around the Initiative in line with the of Communicating as One and SDG guidelines;</p> <p>Development of key messages that position the prevention of femicide and VAWG, as well as their specific approaches from the mandate of each agency;</p> <p>Development of a specific dissemination plan for the launch of the Initiative, which each agency can subsequently promote, within times and spaces programmed on the VAWG and femicide matters. The plan will include traditional media and digital media;</p> <p>Production and dissemination of audiovisual materials; and,</p> <p>High level event with the highest government authorities' participation to present the Initiative to the media and the community involved.</p>
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Africa	
Programme	Communications and visibility priorities
Regional	<p>Organise global and regional events to commemorate the International Day of Zero Tolerance of FGM (6 February)</p> <p>Side-events on FGM at the UN General Assembly, Africa Union Summit (RECs) and the Commission on the Status of Women (CSW)</p> <p>Share information about the Spotlight/Joint Programme initiatives, best practices/innovative approaches and emerging evidence related to FGM</p> <p>Development of an annual report consolidating achievements at country, regional and global level.</p> <p>Organize annual journalist field visits to countries.</p> <p>Organize annual donor field visits to countries.</p>
Liberia	<p>Press releases/news notes for LSI local launch, milestones and project conclusion, among others, to be sent out to UN Liberia media and partners list for maximum coverage, to be placed on UN Liberia and EU websites, to be cleared by the EU and co-branded (with the Government where necessary)</p> <p>Multimedia communication products: Photo essays, posters related to programme activities designed, distributed and advertised, clear signposting of EU-supported activities and interventions on UN Liberia's and respective UN agencies' social media platforms, videos on and related to project implementation</p> <p>Project articles and stories to be featured on UN Country Team and LSI websites and social media channels, project progress (milestones, workshops, etc.), photo essays of distributions, profiles of beneficiaries, human interest stories</p> <p>Programme publications: All publications developed by the programme to be co-branded and credit the EU's contribution</p> <p>Workshops: All visibility materials (i.e. banners, briefing/training packages, etc.) to be produced and co-branded with the EU logo, Photos and media coverage facilitated (to the extent possible)</p>

	<p>EU Delegation field visits: In coordination with EU representatives, pending security and logistics challenges, visits to show the project's progress and impact on beneficiaries and communities will be coordinated.</p> <p>Sensitization of implementing partners: It will be made clear to all LSI programme implementing partners (government counterparts, CSOs including women's groups, etc.) that the programme and their activities are funded by the EU's contribution</p> <p>EU visibility on programme-related supplies: Programme supplies such as Post-Exposure Preventive kits and other supply items that will be procured from the LSI will have the EU logo and mention of the EU's contribution. Posters/calendars/T-shirts/hats and other visibility materials produced for events and activities as required, all branded with the EU logo.</p>
Mali	<p>L'information du grand public, en particulier les bénéficiaires, les leaders religieux et traditionnels et les communautés sur les conséquences néfastes des VFF, l'existence des services de prise en charge, les systèmes de référencement.</p> <p>Le développement des alliances avec des publics spécifiques et des personnes et groupes influents pour un plaidoyer fort afin d'influencer les lois, les politiques les attitudes et les comportements en faveur de l'élimination des violences faites aux femmes et filles, y compris les VSBG et pratiques, au Mali.</p> <p>Le partage de connaissances : La communication servira de canal pour véhiculer et partager les pratiques et les normes positives en vigueur pour la protection des femmes et des filles contre les violences, le respect de leurs droits de santé sexuelle et reproductive.</p> <p>L'approche utilisée consistera à recourir à combiner des canaux de communication interpersonnels tels que les griots emblématiques, les chefs traditionnels et religieux, avec des canaux modernes tels que les médias de masse et sociaux pour pouvoir atteindre et engager tous les âges et groupes sociaux au sein de pays. Les publications d'article et les rapports sur les résultats du Programme seront également utilisés.</p> <p>En ce qui concerne la visibilité du bailleur, les réseaux sociaux seront mis à profit. Des messages (tweets et des posts Facebook), permettront d'informer sur des activités et communiquer des messages clés. Les interviews seront exploitées pour révéler l'impact réel du projet sur la vie des bénéficiaires.</p> <p>Au-delà des réseaux sociaux, des fiches d'information seront développées de manière périodique et disséminées en ligne.</p> <p>Les relations avec les médias seront renforcées à travers des conférences de presse semestrielles, des visites de terrains et la dissémination de dossiers de presse à l'attention des journalistes et bloggeurs nationaux et internationaux.</p> <p>Tous les produits/ actions de communication seront conformes aux lignes directrices édictées par le Secrétariat Spotlight de sorte que.</p>
Malawi	<p>Advocacy: Working with traditional leaders and faith-based organizations will change acceptable practices related to VAWG in the private and public sphere including within the home, community, school and at churches and mosques. We will work with chiefs, tradition initiators, religious leaders, teachers and use champions in these institutions to inspire and encourage others around to end VAWG and HP.</p> <p>Enforcement and accountability: In cases of VAWG, they resort to go to family members, traditional and religious authorities first to seek help and then to the hospital or police. However, in most cases family members, traditional and religious authorities may not escalate the cases to the next level due to religious and entrenched traditional beliefs as well as fear of reprisals. Action is therefore not taken towards perpetrators of violence. In situations where cases have been reported to police, there are problems of victims suffering further violence, stigma and ridicule and problems accessing courts. For example, the woman or the girl must keep coming to court, which costs time and money, and have no legal representation leading to cases being dropped while in the course of this lose scarce resources - money and time. There seems laxity in accountability at different levels including the police, traditional leaders and other family members. There are also cases where survivors of violence frustrate because of the long drawn out legal process and decide to settle matters outside of court. Such settlements are especially common in cases of rape whereby</p>

	<p>parents drop court case in favour of receiving money as compensations from the perpetrator.</p> <p>Awareness raising on rights and responsibilities: Women and girls are central to the Spotlight Initiative. It is informed by the rights-based approach which means ensuring that women and girls recognize and understand that no one has the right to violate them. They need to further recognize that any violation of such rights warrants some action towards the perpetrator and that they can further seek redress. Therefore, women and girls need to be empowered with information and knowledge about their rights in order to claim them but also to challenge common practices that encourage violence towards them.</p> <p>Media engagement: To engage the national and community-based media as key stakeholders in raising awareness about the Spotlight Initiative as well as enhancing behavioural change communication. This will involve production of strategic media content and placements, extending to social media platforms.</p> <p>Working in partnership: All UN Agencies taking part in the Spotlight Initiative will be working in partnership through coordinated key messaging to avoid duplication of communication and advocacy efforts. The Joint program secretariat’s communication focal person will coordinate with the four RUNOs communication specialist as well as those in key Ministries and capacities at District level to ensure all communication and visibility activities under the Spotlight initiative are implemented according to schedule and are of high quality. Other partners who are working in similar projects outside the UN will also be engaged to ensure a coordinated approach in addressing common challenges.</p>
<p>Mozambique</p>	<p>Awareness-raising, for the public, to create broad social movements against child marriage, SGBV and other forms of violence against women and girls in partnership with civil society organizations especially women’s and youth organizations, religious, community leaders. These will include monthly outreach on a topic related to SGBV, HP and or SRHR via the national webpage in Portuguese and local languages where possible, Facebook, Twitter and Instagram linked with Orange Day on the 25th of every month. The SLI Mozambique will employ various content types:</p> <p>Stories: finding, developing and curate impactful stories of the transformation in the lives of survivors and agents of change — the women and girls that SLI serves with a focus on SLI implementation activities and impact. These will include Quarterly newsletter stories and monthly updates from the SLI Mozambique activities as well as targeted activities annually during the 16 Days of Activism including briefing sessions and capacity building targeting to high level officials on EAWG. Stories should be developed using the Issue, Action, Impact model.</p> <p>Video: leveraging the global and local demand and interest in video content, video made specifically for social media platforms —will be the main focus. This will complement/harness mobilization activities focused on families and communities promoting ownership of a Mozambique free from Violence and include National level media campaigns including periodic TV and radio spots as well as billboards on SGBV, HP and SRHR.</p> <p>Photography: High-quality photographs and images are critical components of any website or social media story. These will be linked to SLI Visibility for International Women’s Day (March 8th), Mozambican Women’s Day (April 7th), International Day of the Girl Child (October 11), International Day for Rural Women (October 15th), International Human Rights Day (December 10th). In ensuring an SLI presence via a booth, presentation, poster or other promotional material at key national events in Maputo, Gaza, Manica and Nampula, photography will be a key component of such efforts.</p> <p>Infographics: Infographics are a visual representation of data and information for complex ideas and issues such as SGBV, HP and SRHRs. This will include the “Will You” campaign, seeking commitments on EAWG and the “Did You Know” campaign making visible key facts and trends on SGBV, HP and SRHR in Mozambique and the three provinces^[2];</p> <p>Print and publications: Documents such as factsheets, banners, posters and other printed materials conforming to the Spotlight Initiative Brand Guidelines. These will inform quarterly press briefings on SLI with the Government of Mozambique and the EU Delegation including engagement on popular TV shows e.g. A Tarde e Sua; the quarterly newsletter in Portuguese highlighting key SLI activities and shared via email, Twitter, Facebook and Instagram with media contacts, development partners, Government agencies and CSOs; Promotion of the Women’s Empowerment Principles in collaboration with UN Women; and High-level engagement with</p>

	<p>HeforShe Champion (#ElesporElas).</p> <p>Heads of Agencies of the RUNOs will also play an important role in visibly leading and exemplifying the principles of Spotlight – allocating at least 5% of their time to this with an extra 5% of time being provided by the Lead Agency. Similarly, members of the SPSC are expected to be HeforShe Champions in word and deed, along with members of the National CSO Reference Group.</p>
<p>Niger</p>	<p>Des séries d'événements de plaidoyer public seront organisés en fonction des moments clés définis préalablement par l'initiative. Des produits de communication seront déclinés des publications, des recherches, des études et des évaluations réalisés dans le cadre de l'initiative – et serviront d'éléments pour alimenter le plaidoyer mené par le programme (événement de lancement des publications ; réalisation de produits de communication, média et digitaux, etc.). La composante attachera une attention particulière à sa stratégie d'engagement avec les médias – y compris le renforcement de leurs capacités – pour servir d'alliés stratégiques en faveur de l'initiative.</p> <p>Organisation d'une série d'événements spéciaux de plaidoyer aligné avec les moments clés inscrits dans le cadre de l'initiative : cérémonie de lancement de l'initiative, lors de séries d'ateliers prévus dans le cadre de l'initiative, lancement et restitution des études, y compris les événements liés aux produits médias (production d'un film) inscrits dans le cadre de l'initiative...</p> <p>Identification et nomination d'influenceurs et d'ambassadeurs nationaux de l'initiative – qui servira de porte-voix de l'initiative au niveau national et international - dotés de plan d'action annuel de plaidoyer public</p> <p>Organisation d'une série de descentes de presse avec les médias nationaux pour démontrer l'impact des interventions inscrites dans le cadre de l'initiative</p> <p>Sur la base des études et des évaluations réalisées dans le cadre de l'initiative, produire des produits médiatiques multicanaux (y compris digitaux) plus accessibles au public et facile à digérer pour la dissémination des résultats de ces études (Résumé ; brochure ; highlights ; factographes, etc.)</p> <p>La composante « Communication et Visibilité » explorera les plateformes (online ou offline) les mieux adaptées pour permettre d'engager un dialogue avec les adolescentes/ts et d'assurer la médiation entre eux et les autres parties prenantes</p> <p>Explorer la mise en œuvre pilote d'initiatives/campagnes digitales au niveau national afin d'encourager la conversation autour des problématiques traitées par l'initiative et identifier/engager dans ce cadre des influenceurs digitaux pour une amplification optimale au niveau national</p> <p>Assurer l'alimentation, la gestion et la modération régulières de la page web de Spotlight dédiée au Niger et des différentes plateformes de réseaux sociaux et produire les produits engageants et adaptés en coordination avec les agences impliquées (Web, Facebook, Twitter, Instagram et YouTube) et renforcer la communication avec les points focaux au niveau régional et global pour une meilleure amplification de la portée de nos messages</p> <p>Identifier, documenter des modèles de réussite parmi les jeunes dans le but d'inspirer la jeunesse nigérienne dans le cadre de la lutte contre la VBG, VSBG et PN</p> <p>Piloter des séries d'initiatives de production médiatique avec les jeunes et les adolescents pour mettre en avant leur perception de la situation et les appuyer dans le plaidoyer qu'ils mènent en leur faveur (ateliers photos, video, storytelling faits par les jeunes)</p> <p>Produire des séries de produits de communication adaptées aux plateformes digitales (vidéo, human interest stories, photo essay) pour diffusion aux différentes plateformes existantes</p> <p>Renforcer la capacité des différents communicateurs des agences impliquées dans le projet dans la production médiatique (photographie ; storytelling ; etc.)</p> <p>Réaliser un kit imprimé de présentation de l'initiative dans le but de la promouvoir parmi les différentes audiences</p>

	<p>Produire tous les six mois un bulletin d'information destiné à l'ensemble des parties prenantes pour démontrer l'impact de l'initiative</p> <p>Produire annuellement une version light et public-friendly de rapport annuel sur l'initiative qui sera distribuée à l'ensemble des parties prenantes</p> <p>Produire des articles de visibilité relatives à l'initiative - incluant la production des différentes signalétiques de l'initiative dans les sites d'implémentation ; lors des ateliers ; des t-shirts et autres articles pour les agents communautaires impliqués dans la mise en œuvre de l'initiative</p> <p>Produire des séries de courte vidéo et des paquets multimédia pour dissémination au niveau global, pour utilisation lors d'événements internationaux liées à l'initiative</p> <p>Dans toutes les activités de communication, la composante « Communication et Visibilité » s'assurera de la visibilité du donateur en ligne avec les exigences et les guidelines de visibilité de l'initiative.</p>
Nigeria	<p>Produce content to be included in UN Newsletter: Main activities of the initiative will be captured in the UN's existing newsletter which is widely shared within and beyond the UN</p> <p>Ensure coordination through UNGC Meetings: The existing coordination forum for communication will be used to coordinate certain joint activities</p> <p>Outreach and engagement with Media: Outreach and engagement with local and national media. Production of media content (including articles, radio content and op-eds) as well as media briefings</p> <p>Produce material for Spotlight Initiative Website: Material will be produced to be placed on the global website</p> <p>Produce and post content on One UN Website: Material will be produced to be placed on the One UN Nigeria website</p> <p>Produce Information products (e.g. video, leaflets, posters, annual report): Online and offline information products will be produced and be used to support the two main objectives</p> <p>Engage Influencers and Media Personalities: The SI will / develop relationships with influential media personalities and follow/engage them on social media and share information, especially at critical times (when there is Spotlight Initiative-related news or messaging to promote) or on special days</p> <p>Conduct Communication Training: Relevant communication officers will be trained in line with the SI Communication Guideline</p> <p>Conduct Perception survey and do crowdsourcing: Support will be provided to ensure that knowledge management activities are in line with communication guidelines</p> <p>Produce and post content on Social Media (Facebook, Twitter, Flickr, blogs etc): High social media presence will be a key activity; including producing new content such as photos and video but also engaging with other stakeholders</p> <p>Carry out joint visibility events (including EU-UN events) : Joint events and celebrations will be organized on relevant selected days including the International Day for the Elimination of Violence Against Women, International Women's Day, or World Day against Trafficking in Persons)</p> <p>Carry out Communication 4 Development activities: Partnerships with key civil society, media, and UN and other partners who specialize in communications for development and communications for social and behavioral change should be cultivated. Activities will go beyond traditional awareness raising and advocacy</p> <p>Organize high-level launch at the country level: Key objectives is to ensure high-level participation from the Government's, EU's and UN's side</p> <p>Conduct High-level advocacy : Advocacy messages will be developed and shared</p>

	<p>Organize Forums for knowledge building, networking, knowledge capturing : Events will include Knowledge Building Forum, Youth Engagement Summits, Youth Café - focus will be on leaving no one behind and engaging with priority groups (including youth, key affected population, private sector, academia, CSOs)</p>
Uganda	<p>Baseline and periodic surveys - to determine the levels of awareness about the Spotlight Initiative and violence against women and girls in Uganda using measurable indicators and that track progress over time.</p> <p>Launch of the Spotlight initiative – preceded by radio and television talk shows and spot messages, and social media buzz.</p> <p>A multi-media campaign over the first 2-year period of the project focusing on a different target group each quarter, for example women and girls, men and boys etc. Campaigns may involve involving the communication activities below:</p> <p>Radio and Television info spots prepared by UN and CSO partner technical staff to raise awareness about violence against women and girls in Uganda and Spotlight including the project donors EU and United Nations</p> <p>Radio and Television Talk shows by UN and CSO technical staff, Cultural, religious and opinion leaders to raise about violence against women and girls in Uganda and Spotlight including the project donors EU and United Nations.</p> <p>Production of multimedia and audio-visual materials – radio and television info spots, videos, photographs and infographics.</p> <p>Events - periodically in participating districts, leveraging international days such as Women’s Days, Rural Women’s Day, Girl Child Day, 16 Days of Activism, or others.</p> <p>Production of Learning/Job aids – booklets, briefs, charts, and guides for service providers</p> <p>Production of Information, Education and Communication (IEC) materials – signboards, posters, information sheets, fliers, banners, stickers, T-shirts and other promotional materials. IEC materials will have Spotlight, EU and UN logos in line with the Spotlight initiative branding guidelines.</p> <p>Media relations - media trainings, press releases, press conferences, Op-Eds, journalists’ field visits and sharing publications.</p> <p>Public advocacy and engagement events – commemorate international events including International Women’s Day, Day of the African Child, International Day of the Girl Child and 16 Days of Activism.</p> <p>Online and social media – human interest stories documented and published on agency websites, tweet-ups, regular updates on Facebook and YouTube.</p> <p>Op-eds - RCO Communications specialists supported by UN Communication Group</p> <p>Websites and social media accounts from RCO and respective agencies (including Facebook, Twitter) will be used to announce key events and to keep the public updated about key progress of the Spotlight Initiative. The UN agencies will develop social media plans for key moments during the Spotlight Initiative.</p> <p>Speeches by the UN Resident Coordinator and Heads of UN Agencies involved in the Spotlight Initiative.</p> <p>Communications will ensure the EU’s logo and visibility on signboards, display panels, banners, plaques and any other visibility materials.</p> <p>With support and guidance from the RCO, the activities will be coordinated with all agencies and implemented by respective agencies as agreed upon and/required</p>
Zimbabwe	<p>Develop communications strategy: The Zimbabwe Spotlight Initiative’s communications strategy</p>

will guide the implementation of the communications and visibility plan

Message development: Develop and disseminate consistent, clear and evidence-based messages on harmful practices, sexual and gender-based violence, violence against women and Spotlight's response using national data.

Innovative content creation, development and dissemination via mass media and social media: Co-creation project partnering with an external agency to deliver a meaningful, target audience led social marketing solution to effect real change and shift attitudes in relation to violence against women and girls

Facilitate Public dialogue and outreach: community dialogue, testimonials from survivors, public forums, exhibits, lectures and seminars in universities and schools

EU and UN visibility on the Spotlight to end violence against women and girls' initiative and other interlinked development support to Zimbabwe: Brand the Spotlight initiative and the role of EU and UN along the global guideline for visibility of the Initiative