



# UN CABO VERDE

JOINT  
COMMUNICATION  
STRATEGY

*"Transforming lives, building bridges  
for sustainable prosperity towards a  
equitable future"*

JULY 2023

 UNITED NATIONS  
CABO VERDE  
UNCG - CABO VERDE



## **UN Cabo Verde Joint Communication Communication Strategy**

### **UNCG**

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## Introduction

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The UN Cabo Verde Communication Strategy is a document that will support the implementation of the new UN Cooperation Framework for Sustainable Development 2023-2027 (UNCF), signed on the UN Day, 24 October 2022, by the UN entities and the Government of Cabo Verde. As an instrument of planning and implementation process of the UNCF, the communication strategy will contribute for a coordinate and effective communication for the UNCT and support achieve the objectives and results identified in the UNCF, which is completed aligned with national Strategic Plan for Sustainable Development (PEDSII).

This strategy intends to support as well an effective engagement stakeholder, demonstrate the success of our work, ensure people where is the impact of our work and contribute for social change and after all support the UNCT communicate in a coordinate way, with common messages that will reflect in the support of the UN to the Agenda 2030 and SDG Achievement.

The way we communicate the results on the ground is strategic as it will highlight the UN add value as a key multilateral development.

Cabo Verde is implementing the UN reform since 2004 and it has been shown that working together by using one voice is a solution is the way to go, specifically to demonstrate that together we can work aligned, coordinated, reduce cost, increase efficiency and argument and report to donor with concrete results.

The communication strategy for the United Nations in Cabo Verde is developed in line with the new Country Framework 2023-2027 and the Guidelines for communications and advocacy strategy for the Cooperation Framework. This strategy aims to strengthen communication efforts, enhance stakeholder engagement, and contribute to the achievement of the country's development goals.

The UNSDCF is totally aligned with nationally priorities identified in the Strategic Plan for Sustainable Strategy (PEDSII) owned and anchored in national development priorities. It will outlines the contribution of the UN Development System to reach the Sustainable Development Goals (SDGs) in a coordinated way with the big vision to leave no one behind (LNOB), based on respect for human rights and human dignity, the promotion of gender equality and equity, the inclusion of the most vulnerable people in the development process and the defense of a sustainable environment for all.

The United Nations Sustainable Development Cooperation Framework (UNSDCF) represents the UN development system's collective offer to support Cabo Verde in addressing key development priorities and challenges to the achievement of the objectives of the strategic plan for sustainable development (*Plano Estratégico de Desenvolvimento Sustentável- PEDS II*) 2022-2026 leading to the achievement of the 2030 Agenda, its Sustainable Development Goals (SDGs) and Cabo Verde's National Agenda for Sustainable Development "Ambition 2030". In this sense, the UNSDCF is totally aligned with nationally priorities identified in the Strategic Plan for Sustainable Strategy (PEDSII) owned and anchored in national development priorities. It will outlines the contribution

of the UN Development System to reach the Sustainable Development Goals (SDGs) in a coordinated way with the big vision to leave no one behind (LNOB), based on respect for human rights and human dignity, the promotion of gender equality and equity, the inclusion of the most vulnerable people in the development process and the defense of a sustainable environment for all.

The UNSDCF is nationally owned and anchored in national development priorities and the 2030 Agenda. It outlines the contribution of the UN development system to reach the SDGs in an integrated manner, with a commitment to leave no one behind, human rights, gender equality, and other international standards and obligations. The Cooperation Framework serves as a core accountability tool between the UN Country Team (UNCT) and the host Government and among UNCT members for collectively delivering development results with United Nations entity-specific country programmes and strategies derived from the UNSDCF.

The basis for the preparation of the Cooperation Framework was the Common Country Analysis (CCA), which identified the main challenges for the achievement of sustainable development in Cabo Verde, including the impacts of the COVID-19 pandemic. The formulation of the UNSDCF was co-led by the Government and the United Nations, with significant contributions from the various development partners through a participatory, consultative, and inclusive process that involved youth, civil society, the private sector and the Leave No One Behind (LNOB) partnership.

In response to identified development requirements, lessons learned from UNDAF 2018-2022 and an analytical and forward process, three interrelated and mutually reinforcing Strategic Priority areas are identified for the 2023-2027 Cooperation Framework. The United Nations will concentrate its efforts through these Strategic Priority areas to support the Government of Cabo Verde in accelerating progress towards the achievement of SDGs by 2030 and to achieve a vision for the country where “all people in Cabo Verde realize their full potential in a consolidated democratic, safe, inclusive, equitable and resilient country, without extreme poverty, fully integrated in the region”:

- Strategic priority area 1: Strengthened human talent and social capital
  - Outcome 1.1: By 2027, more people, especially those living in the most vulnerable and marginalized situations, have equitable access to and use of high-quality, resilient, gender-responsive, and modern essential social services and protection.
- Strategic priority area 2: Inclusive economic transformation, prosperity, and just transition to a healthy environment
  - Outcome 2.1: By 2027, a more sustainable, inclusive, diversified and integrated economy generates decent jobs, food security and nutrition for the most vulnerable, especially women, youth and the extreme poor.
  - Outcome 2.2: By 2027, key marine and land ecosystems and biodiversity are better protected, restored, and more sustainably managed and the resilience to shocks and climate change are improved and gender responsive.
- Strategic priority area 3: transformative governance and strengthened territorial cohesion
  - Outcome 3.1 : By 2027, more people, especially women, youth and those in vulnerable groups, freely exercise their rights, participate in, and benefit from, inclusive, resilient,

transparent, and accountable institutions and a more modernized, transformative and effective system of democratic governance that upholds the rule of law, at national and local levels.

A thorough analysis of the local context in Cabo Verde is essential for developing an effective communication strategy. This includes understanding the political, social, economic, and cultural landscape, as well as the communication infrastructure, media landscape, and technological advancements. Additionally, an assessment of existing communication efforts, both within the UN system and other relevant stakeholders, should be conducted to identify gaps and opportunities.

This strategy was elaborated in alignment with the UN Global Communications Strategy 2020 and related guidelines, the [UN Sustainable Development Group \(UNSDG\) Standard Operating Procedures \(SOP\) for UNCT communication on the SDGs](#); and the 2022 UNSDG [Guidelines for communications and advocacy strategy for the Cooperation Framework](#). With a focus on cause communications highlighted in the UN Global Communication Strategy (*What -content to communicate-; Why Care; What Now*).

## Contextual analysis

Cabo Verde is a **country in multiple transitions** - demographic, epidemiological, nutritional, consumption patterns, and income status, compounded with its structural constraints as a Small Island Developing State (SIDS). A Lower Middle-Income Country (MIC) for 15 years now, it has had a **successful journey toward the Millennium Development Goals (MDGs)**<sup>1</sup>, which continued in the first years of implementation of Agenda 2030.

The country is experiencing a **positive yet complex path** in improving **access to basic and social services**, with outstanding indicators compared to peers but slow progress and stagnation in different indicators related to health, education, access to water, or penetration of renewable energies for instance. Some municipalities and islands are still lagging when it comes to access to basic and social services, as well as economic opportunities, such as the North of Santiago, Fogo, Brava and Santo Antão. Besides, despite significant progress in reducing gender-based violence and gender gaps, including in education, sexual and reproductive health and rights, political representation, and economic opportunities, **gender inequalities persist, and progress are jeopardized by multiple crises** (see below). Children and youth also face specific barriers that lead to a disproportionate incidence of poverty and malnutrition and unequal access to education, especially secondary education, skills, and jobs. Other groups struggle to fully enjoy their human rights, including elderlies, immigrants from the African mainland, people with disabilities, LGBTIQ+, and prisoners<sup>2</sup>. Internal migrations add to the pressure on basic and social services and threaten territorial balances.

A steady growth (around 5% yearly average) and a limited but real fiscal consolidation led to improvement in employment, poverty reduction, and mitigation of inequalities. However, **multiple crises** came to challenge these development progresses: **COVID-19**, with a socio-economic impact amongst the highest in the world, led to a decrease of GDP by 14,8%, public revenues by 25%, and an increase in unemployment by 3.2%<sup>3</sup>; **climate change** impacts on biodiversity and food security as changing weather patterns influence agricultural production (especially droughts) and ocean warming with decreasing fish stocks; and the **Ukraine war**, with devastating effects on economy that is heavily relying on fossil fuels to operate and

<sup>1</sup> INECV, [Resumo ODM](#), 2015. MIC = País de Rendimento Médio-Baixo

<sup>2</sup> LNOB Parceria Nacional, [LNOB Avaliação](#), 2021.

<sup>3</sup> Governo de Cabo Verde, [Orçamento do Estado 2022](#), 2021

negative consequences for the purchasing power of the households, especially the most vulnerable, as 80% of the food stuff is imported.

These three overlapping crises, in a context of overwhelming public debt level (155% of GDP at the end of 2021) and debt service (58% of tax revenues); led to an increase in poverty (+7% in 2020, followed by a decrease by 2 p.p in 2021, and probably an increase in 2022 due to high inflation among others), and food insecurity (9% of the population in food crisis in 2022 vs. 2% in 2021<sup>4</sup>), and pushed the Government to declare a **state of social and economic emergency** and to adopt expensive measures to ensure access to food and energy for all.

Despite the crisis and its socioeconomic and financial consequences, several signs allow for **hope regarding medium-term recovery**. The vaccination campaign is successful, with 98% of the target population vaccinated with one dose and 85% with two doses<sup>5</sup>. The recovery of tourism, internal and international mobility, and economic growth (+7% in 2021, +6% initially projected for 2022) is underway, although the impact of the Ukraine war is yet to be analyzed. Third, important Foreign Direct Investments - FDI (-11.9% in 2020, + 31.9% in 2021) signed in 2021 and 2022 in aquaculture, tourism, and renewable energy will affect the economy positively in the coming months and years, gradually impacting GDP and economic diversification, and boosting recovery and resilience, with a positive effect on public finances. Fourth, remittances have increased consistently since 2020 (+22% in 2021, +32% in the first quarter of 2022)<sup>6</sup>, providing a safety net for households – especially the most vulnerable - to cope with the crises.

To continue its successful journey towards the SDGs in a challenging landscape and with limited fiscal space to invest in resilience and development, Cabo Verde will have to rely on its well-functioning institutions and continued public administration reforms, including through digitalization and improving the business environment. It will also need to continue investing in **human capital development**: extending social protection coverage (51.4% of the population received at least one social benefit in 2020), health, reinforcing the system and its preparedness (amongst others, the country's first Intensive Care Unit was installed in 2022 and will need to be put up to speed), and quality education, continuing the reforms to boost outstanding yet stagnating indicators at all levels.

This will be critical not only to maintain and improve access to quality basic and social services but also to **revive and transform an economy dominated by the services sector and strongly dependent on tourism and imported intermediary and final goods**. This transformation should include a **drastic change in critical bottlenecks linked to the water-energy nexus and the inner and external connectivity**, including with the ECOWAS region. Moreover, in an economy where half of the jobs are informal, and 97% of the businesses are micro and small, dominated by services (58% of GDP, 66% of jobs) with a high concentration in tourism, economic resilience will also mean **economic transformation** and diversification to foster the transition towards formality and diversify the drivers of economic growth, in a SIDS context.

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<sup>4</sup> Governo de Cabo Verde, [Comunicação da Declaração do Estado de Emergência](#), 2022

<sup>5</sup> [COVID-19 Boletim de Vacinação](#), Edição: Nº 47, Junho 15, 2022

<sup>6</sup> Para IDE e remessas, Banco de Cabo Verde, [Estatísticas do Setor Externo](#), 2022

## Objectives of the comms strategy

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Based on the contextual analysis and priorities identified in the UNCSDf, the UN Cabo Verde Joint communications strategy aims to achieve the following five objectives in 2022:

- The UNCG focuses on the UN's joint external communication at the country level to demonstrate how the UN is support the SDG acceleration and achievement in Cabo Verde by showcase results, programme objectives and UN leadership in the areas of development. The “Communicating as One” approach enables the UN agencies to coordinate resources and efforts, to create a stronger impact of key messages related to a set of defined issues that are common to the UN System.
- The 2023-2027 Communication Strategy focuses on enhancing internal and external communication to create a better understanding of and support for the 4 priorities areas defined by the UNSDCF, the work of the UN among staff and our stakeholders. It will also ensure that there is adequate information being shared within the UN system in Cabo Verde as well as among all partners so that they better understand and support the One UN process.
- The UNSDCF is nationally owned and anchored in national development priorities. It outlines the contribution of the UN Development System to reach the Sustainable Development Goals (SDGs) in an integrated manner, with a commitment to leave no one behind, and to fulfil human rights, gender equality and other international standards and obligations.

The UNCG Communication Strategy will provide a basis for UNCT Cabo Verde a Strategic Communications and the advancement of development results as defined in the planning process.

The communication strategy is managed by the United Nations Communication Group and is based on the principles of a shared vision, common objective, coordinated effort and an empowered team. The areas of focus are internal and external communication (with government, development partners, implementing partners, development stakeholders and the media).

## Communication SWOT Analysis

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The UNCG will focuses on the joint external communication and support better understand of the UN impact results and will support as well the UNCT in the achievement of development results.

Communicating in a coordinate way will enables the UN agencies to create a common and strong messages in the country.

Following internal strengths, weaknesses, opportunities, and threats (SWOT) analysis of the UN will indicate the will indicate the general lines of action in the implementation of the communication strategy

**Strengths:**

- The UNSDCF nationally appropriated and is the UN and UNRC commitment with national priorities for leaving no one behind
- A good experience joint communication and advocacy on the UN observances and specific advocacy thematic
- Common online platform : UNCT website and social media up to date with stories
- Good reputation of the UN in-country
- Good communication on the UNCF lunch process and signature
- Strong media and external relations
- Strong relationship with the government
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**Weaknesses:**

- Misunderstanding by the by agencies that the joint communication strategy will that joint communication can weaken the individual visibility of agencies
- Differences in external communication on specific and priority issues of the UNSDCF
- Poor UNCG attendance and participation
- weak UNCG coordination system
- Irregularity of meetings
- Limited financial resources
- limitation in the implementation of planned activities
- Lack of existent communication counterpart
- Difficulty connecting result groups and UNCG
- UNCG members don't have their participation on the UNCG as an item of their personal evaluation
- Competing priorities between agency
- Limited availability of UN communications officers and different degree of expertise
- Lack of a domain of the most modern social networks

**Opportunities:**

- Government ownership of the Cooperation Framework which makes it a good opportunity for advocacy
- Long-standing of the UN in Cabo Verde
- UN Cabo Verde as Development Partner Coordinator (request by Government) with strong UN presence leadership recognition
- Alignment of UN Cabo Verde Priorities with National Priorities 2030
- Decade of Action and the Cabo Verde Ambition 2030
- Good penetration and access to internet and technology
- Disponibility of artists and social media influencers



**Threats:**

- Some lack of interest in social issues by the population
- High cost to hire local private media and communications companies that provide high-quality services

**Strategic objectives**

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This communication strategy defines clear strategic objectives that are aligned with the Cooperation Framework's priority areas in support the five transformative priorities identified by the Government. These objectives will support to:

- Demonstrate how the UN work is contributing to SDG acceleration in the country in the context of SDG transition by communication on: poverty reduction, human rights, social inclusion specially of person with disability, energy transition, diversification of blue economy and its scale up; SDG localization
- Advocate and support the creation of the initiative of Municipality SDG to minimize the de asymmetries and inequities between municipalities based on human rights approach
- Enhance public engagement and participation in development initiatives, including by reaching those area left behind and promoting inclusion of people with disability.
- Increase awareness and understanding of activities and impact results in people lives
- Strengthen partnerships and collaboration with national and international stakeholders.
- Promote evidence-based decision-making by sharing knowledge, data, and research findings.
- Advocate for policy reforms and social change in alignment with the Cooperation Framework's objectives.
- Support resource mobilization to fill the budget gap to be mobilized

**Audiences**

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The Communication Strategy will focus on audiences that can contribute to change social norms, impact people lives and LNOB. Joint communication will be in line with the UNSDCF to support the PDESII priorities.

Identifying the target audiences is crucial for tailoring communication approaches and messages effectively. This may include government officials, civil society organizations, community leaders, youth groups, marginalized communities, media outlets, private sector representatives, and international partners. Each audience segment should be analysed in terms of their needs, interests, knowledge gaps, and communication preferences.

**Externally:**

- Government
- Foundations, International Institutions and Donors
- NGOs, Civil Society organizations including faith-based organizations and private sector
- The most vulnerable groups as women and people living with disability

- Media – local and international
- Academia
- General public, youth, communities, and beneficiaries
- Influencers

**Internally:**

- United Nations Cabo Verde
- United Nations HQ, Regional Office and Agency HQs

## Common sets of messages

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Developing common sets of messages ensures consistency and coherence in communication efforts. These messages should be aligned with the Cooperation Framework's objectives and tailored to resonate with different target audiences. Key messages should highlight the UN's role, the importance of the Cooperation Framework, and the impact of development initiatives on the lives of the people in Cabo Verde.

To better positioning the UNCG needs to conduct a UN perception survey to be clear informed where are the gap that needs to be reinforced and need a re-dimensioning of communication approach and messages. The survey will help the UNCG to better advise the UNCT on the common messages, on the UN Cabo Verde positioning and how the UN work is impacting people lives and where is the most important add value of UN Cooperation in the Country. It will support as well to advocacy opportunities and feed the UNCT advocacy and resource mobilisation strategies, by better communicate with donors

The UNCG need to conduct an analysis of the internet technology penetration and access in the country, use of social media and all communication online tools and as well on the impact of traditional media in the specific group. This will help the UN to better design messages trough the appropriate channel and target group

## Key Messages

### General

1. The United Nations is committed to supporting Cabo Verde in achieving the Sustainable Development Goals (SDGs) and improving the lives of its people.
2. The UN plays a vital role as a trusted partner in promoting sustainable development, peace, and prosperity in Cabo Verde.
3. The Country Framework provides a strategic roadmap for the UN's collaboration with Cabo Verde, focusing on key priority areas for sustainable development.
4. The UN's efforts are aligned with the national development agenda to address poverty, inequality, climate change, and other pressing challenges.
5. By working together with the government, civil society, and other stakeholders, the UN aims to achieve lasting impact and transform the lives of the people of Cabo Verde, including marginalized and vulnerable people, including people with disability
6. The Country Framework prioritizes inclusive and equitable development, leaving no one behind, and ensuring that the most vulnerable populations are reached.
7. Through the Country Framework, the UN supports Cabo Verde in building resilient communities, protecting the environment, and promoting sustainable economic growth.

8. The UN leverages its expertise, knowledge, and resources to provide technical assistance, capacity building, and innovative solutions to address development challenges in Cabo Verde.
9. The UN fosters partnerships and collaborations to mobilize resources, advocate for policy reforms, and accelerate progress towards the SDGs in Cabo Verde.
10. Together, we can create a brighter future for Cabo Verde, where every person has the opportunity to thrive, and the country's development is sustainable and resilient.

These key messages should be adapted and tailored to resonate with specific target audiences, considering their needs, interests, and knowledge gaps. By consistently highlighting the UN's role, the importance of the Country Framework, and the positive impact of development initiatives, these messages will contribute to building awareness, understanding, and support for the UN's work in Cabo Verde.

## Specific

### 1. Internal/UN

- The United Nations is proud to be a part of the efforts to achieve sustainable development in Cabo Verde.
- Our collective work under the Country Framework is crucial in transforming the lives of the people of Cabo Verde.
- As UN staff, our commitment and dedication contribute directly to the success of the sustainable development agenda in Cabo Verde.

### 2. External/Government:

- The United Nations is hand in hand with the government of Cabo Verde in achieving the Sustainable Development Goals (SDGs).
- The Country Framework represents our joint commitment to address the development challenges and priorities of Cabo Verde.
- By working together, we can create an inclusive and sustainable future for all citizens of Cabo Verde.

### 3. External/Donors:

- Your support plays a critical role in advancing sustainable development in Cabo Verde.
- Investing in the Country Framework means investing in the well-being and future of the people of Cabo Verde.
- Through your partnership and contributions, we can make a significant impact on poverty reduction, education, healthcare, and environmental sustainability in Cabo Verde.

### 4. External/Media:

- The United Nations in Cabo Verde is making a difference in the lives of the people through sustainable development initiatives.
- Our work under the Country Framework is generating positive change and creating opportunities for a better future.
- We are committed to transparent and accountable communication, providing timely and accurate information to the public.

#### **5. External/NGOs:**

- Collaboration between the United Nations and NGOs is vital in achieving sustainable development in Cabo Verde.
- The Country Framework provides a strategic platform for collective action and partnership between the UN and NGOs.
- Together, we can amplify our impact and address the diverse needs of the communities in Cabo Verde.

#### **6. External General Public:**

- The United Nations is dedicated to improving the lives of all people in Cabo Verde through sustainable development.
- The Country Framework outlines our shared vision for a prosperous, inclusive, and sustainable future in Cabo Verde.
- Your engagement and participation are essential in realizing positive change and ensuring that no one is left behind.

#### **7. External/Private Sector:**

- The United Nations is committed to fostering partnerships with the private sector to drive sustainable development in Cabo Verde.
- By leveraging your expertise, resources, and innovation, we can create economic opportunities and promote responsible business practices.
- Join us in building a more sustainable and resilient future for Cabo Verde, where profit and social impact go hand in hand.

These key messages should be adapted and tailored to resonate with specific target audiences, considering their needs, interests, and knowledge gaps. By consistently highlighting the UN's role, the importance of the Country Framework, and the positive impact of development initiatives, these messages will contribute to building awareness, understanding, and support for the UN's work in Cabo Verde.

## **4. Impact**

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Impacts of the Communication Strategy for the United Nations in Cabo Verde aligned with the United Nations Sustainable Development Framework:

1. **Increased Awareness and Understanding:** The communication strategy will contribute to raising awareness and understanding among the target audience about the Sustainable Development Goals (SDGs) and the United Nations' role in promoting sustainable development in Cabo Verde. This increased awareness will create a foundation for informed decision-making, engagement, and action.
2. **Behavior Change and Action:** By effectively communicating the importance of sustainable development and the relevance of the SDGs to the daily lives of the people in Cabo Verde, the communication strategy can inspire behavior change and encourage individuals, communities, and organizations to take concrete actions that contribute to the achievement of the SDGs, having at foundation human rights and gender approach to leave no one behind.
3. **Enhanced Stakeholder Engagement:** The communication strategy will foster active engagement and participation from a wide range of stakeholders, including government entities, civil society organizations, communities, and the private sector. This engagement will enable collaboration,

knowledge-sharing, and collective efforts towards sustainable development goals, leading to more impactful outcomes.

4. **Strengthened Partnerships:** Effective communication will contribute to the development of strategic partnerships with relevant stakeholders in Cabo Verde. By engaging with local media, civil society organizations, government agencies, and the private sector, the United Nations can leverage their expertise, resources, and networks to amplify messages, mobilize support, and accelerate progress towards sustainable development.
5. **Policy Influence and Advocacy:** The communication strategy will support advocacy efforts aimed at influencing policies and driving systemic changes aligned with the SDGs. By effectively conveying evidence-based arguments, raising awareness, and engaging with policymakers and opinion leaders, the United Nations can advocate for policy reforms that promote sustainable development practices, social inclusion and gender equity in Cabo Verde.
6. **Knowledge Sharing and Capacity Building:** The communication strategy will facilitate the sharing of knowledge, best practices, and lessons learned in sustainable development, contributing to the capacity building of various stakeholders. Through workshops, training programs, and information dissemination, the United Nations can enhance the understanding and skills of individuals and organizations, empowering them to contribute effectively to sustainable development efforts.
7. **Monitoring, Evaluation, and Learning:** The communication strategy will establish a robust monitoring and evaluation framework to assess the effectiveness and impact of communication activities. This process of monitoring and evaluation will provide valuable insights and lessons learned, enabling the refinement and improvement of communication approaches over time.

Overall, the communication strategy aligned with the United Nations Sustainable Development Framework will contribute to a range of impacts, including increased awareness, behavior change, stakeholder engagement, partnerships, policy influence, knowledge sharing, and continuous learning. These impacts will collectively advance the achievement of sustainable development goals in Cabo Verde and contribute to the overall well-being and prosperity of the country.

## Strategic axes and approaches

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Strategic Axes and Approaches for the Communication Strategy:

1. **Multi-channel Approach:**
  - Utilize a diverse range of communication channels and platforms to reach and engage target audiences effectively. This may include traditional media (print, radio, television), digital platforms (websites, social media), mobile applications, and community-based approaches.
  - Tailor messaging and content for each channel to optimize its impact and resonance with specific target audiences.
  - Monitor and analyze the performance of different channels to identify the most effective and efficient platforms for reaching the intended audience.
2. **Capacity Building:**
  - Provide capacity-building initiatives and training programs to enhance the communication skills and knowledge of UN program staff, partners, and stakeholders involved in implementing the communication strategy.

- Offer workshops, webinars, and resources on effective communication techniques, storytelling, media relations, social media management, and digital content creation.
  - Foster a culture of continuous learning and professional development by encouraging staff and partners to stay updated with emerging communication trends and technologies.
3. Partnerships and Collaborations:
    - Collaborate with local media, civil society organizations, government agencies, and other stakeholders to amplify messages and reach wider audiences.
    - Establish strategic partnerships to co-create and implement communication campaigns, events, and initiatives that promote the objectives of the Cooperation Framework.
    - Leverage the expertise, resources, and networks of partners to increase the reach, credibility, and effectiveness of communication activities.
  4. Creative Content Development:
    - Develop engaging and compelling content, such as stories, videos, infographics, and case studies, to convey key messages effectively.
    - Use storytelling techniques to highlight the impact of development initiatives and demonstrate their relevance to the lives of the people in Cabo Verde.
    - Tailor content to different platforms and target audiences, ensuring it is culturally sensitive, visually appealing, and accessible across various mediums.
  5. Advocacy and Campaigns:
    - Develop targeted advocacy campaigns to raise awareness, influence public opinion, and drive policy changes aligned with the Cooperation Framework.
    - Employ evidence-based arguments, compelling narratives, and compelling visuals to advocate for the importance of sustainable development and the UN's role in Cabo Verde.
    - Engage key stakeholders, including policymakers, opinion leaders, and civil society, in advocacy efforts to generate support and action towards sustainable development goals.
  6. Communication and Engagement:
    - Foster dialogue and feedback mechanisms to encourage active participation and engagement from the public.
    - Establish platforms for two-way communication, such as social media interactions, public consultations, surveys, and feedback mechanisms, to gather insights, address concerns, and foster a sense of ownership among stakeholders.
    - Actively listen to the feedback, concerns, and suggestions of stakeholders, responding in a transparent and timely manner, and incorporating their perspectives into decision-making processes.

These strategic axes and approaches provide a framework to guide the implementation of communication activities in Cabo Verde, ensuring a comprehensive and impactful approach to engaging stakeholders and achieving the objectives of the communication strategy.

Regenerate response

## Key Strategic Results

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The strategic results for the Communication Strategy for the United Nations in Cabo Verde aligned with the United Nations Sustainable Development Framework:

1. **Increased Awareness and Understanding:** Ensure a significant increase in awareness and understanding among the target audience about the Sustainable Development Goals (SDGs), the United Nations' role in promoting sustainable development, and the specific development priorities outlined in the Cooperation Framework.
2. **Behavior Change and Action:** Facilitate behavior change and inspire concrete actions among individuals, communities, and organizations that contribute directly to the achievement of the SDGs. This may include changes in lifestyle, consumption patterns, adoption of sustainable practices, and active participation in development initiatives, including on human rights and gender.
3. **Stakeholder Engagement and Empowerment:** Foster active engagement and participation of diverse stakeholders, including government entities, civil society organizations, private sector partners, and local communities. Empower stakeholders to contribute to sustainable development efforts, voice their concerns, and actively participate in decision-making processes.
4. **Partnerships and Collaboration:** Strengthen partnerships and collaborations with relevant stakeholders to collectively address sustainable development challenges and leverage resources, expertise, and networks to accelerate progress towards the SDGs in Cabo Verde. Facilitate the creation of innovative partnerships that promote inclusive and sustainable development.
5. **Policy Influence and Advocacy:** Influence policy reforms and advocate for the integration of sustainable development principles and practices in national policies, strategies, and frameworks. Engage with policymakers, provide evidence-based recommendations, and foster dialogue for policy change that aligns with the SDGs.
6. **Knowledge Sharing and Capacity Building:** Promote knowledge sharing, learning, and capacity building among stakeholders by providing access to relevant information, best practices, and resources that support sustainable development efforts in Cabo Verde. Enhance the capacity of individuals and organizations to implement sustainable practices and contribute to the SDGs.
7. **Inclusive Communication and Social Cohesion:** Promote inclusive communication that ensures diverse voices are heard, marginalized groups are empowered, and social cohesion is strengthened. Foster dialogue, understanding, and collaboration among different segments of society to address inequalities and promote social justice in line with the SDGs.
8. **Monitoring, Evaluation, and Learning:** Establish a robust monitoring and evaluation system to track the progress, effectiveness, and impact of communication activities in relation to the SDGs. Regularly assess and evaluate the communication strategy to gather insights, identify areas for improvement, and enhance the overall effectiveness of communication efforts.
9. **Accountability and Transparency:** Ensure transparency and accountability in communication processes and practices. Communicate progress, challenges, and results openly to stakeholders, fostering trust, and maintaining the integrity of the communication strategy.

10. **Measurable Impact and Reporting:** Demonstrate measurable impacts and outcomes resulting from the communication strategy by showcasing specific examples of positive changes and highlighting how these contribute to the SDGs and the overall sustainable development agenda in Cabo Verde. Regularly report on the progress and achievements of the communication strategy to stakeholders and the wider public.

These key strategic results will guide the implementation of the communication strategy, aligning it with the United Nations Sustainable Development Framework and enabling the United Nations in Cabo Verde to effectively contribute to the achievement of the SDGs and sustainable development in the country.

## Monitoring and Evaluation

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The monitoring and evaluation framework should be implemented throughout the duration of the communication strategy to ensure continuous learning, adaptation, and improvement. The findings and insights gained through this process will inform future communication efforts and contribute to the overall effectiveness of the UN's communication strategy in Cabo Verde.

Regenerate response

### 1. Key Performance Indicators:

- a. Reach and Engagement: Measure the reach and engagement of communication efforts through metrics such as website traffic, social media interactions, media coverage, and event attendance.
- b. Awareness and Understanding: Assess the level of awareness and understanding of the Country Framework and the UN's role in Cabo Verde through surveys, interviews, or focus groups.
- c. Perception and Reputation: Evaluate the perception and reputation of the UN in Cabo Verde by conducting perception surveys among key stakeholders and analyzing media sentiment.
- d. Stakeholder Feedback: Gather feedback from stakeholders through surveys, feedback forms, or consultations to assess their satisfaction, needs, and suggestions for improvement.
- e. Social/Behavior Change: Identify specific behavioral indicators related to the desired outcomes of the communication strategy, such as increased engagement in development activities or policy advocacy.

### 2. Regular Evaluations:

- a. Formative Evaluation: Conduct an initial evaluation at the beginning of the communication strategy to assess the baseline situation, identify gaps, and refine communication approaches.
- b. Summative Evaluation: Conduct periodic evaluations to assess the overall impact of the communication strategy, including the achievement of strategic objectives and the progress towards desired outcomes.
- c. Process Evaluation: Assess the effectiveness and efficiency of the communication processes and activities to identify areas for improvement and optimize resource allocation.



### 3. **Feedback from Stakeholders:**

- a. **Surveys and Questionnaires:** Develop and administer surveys to stakeholders, including target audiences, partners, and internal staff, to gather feedback on their perception of communication efforts, understanding of key messages, and suggestions for improvement.
- b. **Focus Groups and Interviews:** Conduct focus groups and interviews with representative stakeholders to gain in-depth insights into their opinions, experiences, and suggestions related to the UN's communication strategy.
- c. **Stakeholder Consultations:** Organize periodic stakeholder consultations to foster dialogue, gather feedback, and ensure that communication efforts are responsive to the needs and priorities of key stakeholders.

### 4. **Data Analysis and Reporting:**

- a. Analyze quantitative data collected through surveys, website analytics, social media metrics, and other relevant sources to measure progress against KPIs and identify trends.
- b. Analyze qualitative data collected through interviews, focus groups, and stakeholder consultations to gain insights into stakeholders' perspectives and recommendations.
- c. Prepare regular reports summarizing the findings of monitoring and evaluation activities, highlighting achievements, identifying challenges, and providing recommendations for improvement.

## **Duration & Execution**

The Communication Strategy will be accompanying the implementation of the UNCF 2023-2027. A year based communication workplan will be elaborated, funded, implemented. The workplan will cover the priorities and the UNSDCF supported by products, activities.

The yearly workplan's budget must be approved by the UNCT and included in the Cooperation Framework Budget, reflected in the financial framework and its respective yearly reviews. The financial framework is an opportunity to identify the Strategy's funding needs and opportunities both within and outside the UN System.

The (UNCG) is responsible for designing and executing the Strategy and annual work plan and under the guidance of the Resident Coordinator and UNCT.

## **Criteria of Successful Implementation**

1. **Strategic Alignment:** The communication strategy should be aligned with the objectives and priorities of the Country Framework and the Sustainable Development Goals (SDGs) to ensure coherence and effectiveness in achieving the desired outcomes.
2. **Clear Objectives:** The communication strategy should have clear and measurable objectives that are aligned with the Cooperation Framework's priority areas. These objectives should be specific, attainable, relevant, and time-bound (SMART) to guide the implementation and evaluation of communication activities.

3. **Stakeholder Engagement:** Successful implementation requires active engagement and collaboration with relevant stakeholders, including government entities, civil society organizations, communities, media outlets, private sector partners, and international organizations. Building strong partnerships and fostering two-way communication will enhance the impact and reach of the communication strategy.
4. **Targeted and Tailored Messaging:** The communication strategy should involve the development of targeted and tailored messages that resonate with different target audiences. Messages should be adapted to address specific needs, interests, and knowledge gaps of each audience segment to maximize engagement and understanding.
5. **Multi-channel Approach:** A successful communication strategy utilizes a diverse range of communication channels and platforms to reach and engage various audiences effectively. It should leverage traditional media, digital platforms, social media, community engagement, and face-to-face interactions to ensure broad and inclusive coverage.
6. **Coordinated and Consistent Implementation:** The successful implementation of the communication strategy requires coordination and collaboration among all relevant stakeholders. It is important to ensure consistency in messaging, branding, and timing of communication activities across different channels and platforms to enhance the credibility and impact of the strategy.
7. **Monitoring and Evaluation:** The communication strategy should include a robust monitoring and evaluation framework to regularly assess the effectiveness of communication activities and their contribution to the desired outcomes. Monitoring key performance indicators, conducting evaluations, and gathering feedback from stakeholders will enable evidence-based decision-making and continuous improvement.
8. **Resource Allocation:** Adequate resources, including human, financial, and technical resources, should be allocated to support the implementation of the communication strategy. Sufficient budget, staff capacity, and technical support are essential for executing communication activities effectively.
9. **Adaptability and Learning:** A successful communication strategy should be adaptable and responsive to changing circumstances, emerging needs, and lessons learned. It should incorporate feedback and lessons from monitoring and evaluation activities to adjust communication approaches, messages, and channels as needed.
10. **Demonstrated Impact:** Ultimately, a successful communication strategy is one that demonstrates tangible impact and contributes to the achievement of the Cooperation Framework's goals and the Sustainable Development Goals in Cabo Verde. It should generate awareness, understanding, engagement, behavior change, and policy influence that lead to positive development outcomes for the people of Cabo Verde.
11. **The Communicating Together guideline** encourages that each UNCG member (all communications officers in the UNCT have one goal in their performance document relating to UNCG work). This is to align our work to the SG's vision for communications as laid out in the UNDS reform.

## **Budget for Communications and Advocacy Activities**

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12. Financial resource should be allocated by UNCT to the communication strategy, which will be implemented through annual communication work plan which will be budgeted in way to make possible to implement advocacy and communication activities and to monitor and measure their effectiveness, including surveys.
13. UNCT should made available others human resources as UNV or JPO, to support, specific communication needs
14. Somehow it will be necessary to have external support for big events, graphic design and printing documents, to which financial resources is needed.

## Communication Strategy Budget Matrix

Strategic Objectives	Outcomes	Outputs	Target Audience	Indicators	Estimated Cost (USD)
1. Increased Awareness and Understanding on SDG and impact of UN Work	- Enhanced public awareness about SDGs  Advocacy and implementation of the initiative of Municipio ODS	- Development of informational materials (brochures, fact sheets, etc.)  - Meetings and focus groups  Development of the Concept note	General Public	- Number of informational materials produced  Community meetings and activities	15,000
	- Improved understanding of UN's role	- Creation of informative videos, podcast, and infographics	Government Officials	- Number of educational videos and infographics	10,000
	- Increased knowledge of Cooperation Framework	- Workshops and webinars for stakeholders	Civil Society Organizations	- Number of workshops and webinars conducted	5,000
	- Media engagement and participative in the SDG acceleration action and UNCG results impact	- Workshop with journalist and media directorate - Organize press visit to the field to show case results impact and how is SDG achieved Media interviews	Journalist Media directorate	-Number of workshop -Number of press field visit -Number of media publication	20,000
	-Social media influencers engagement	-Identify the most popular social media influencers with profile to be engaged -Regular meeting with social media influencers	Social media influencers	-Mapping of social media influencers - Number of meetings - Number of social media publication/replication by social media influencers	15,000

2. Behavior Change and Action	- Adoption of sustainable practices	- Production of success stories and case studies by using all different communication tool	Local Communities	- Number of success stories and case studies	10,000
	- Increased community engagement	- Facilitation of community-based events and activities	Community Groups	- Number of community-based events organized	5,000
	- Support for sustainable development projects	- Promotion Youth projects that support the SGD achievement	Youth organization	- Project promoted	10,000
3. Stakeholder Engagement and Empowerment	- Enhanced stakeholder participation	- Establishment of feedback mechanisms and public consultations	Key Stakeholders (Government, CSOs, Private Sector)	- Number of feedback mechanisms and consultations	5,000
	- Empowered stakeholders to contribute	- Capacity-building workshops and trainings	UN Program Staff, Partners	- Number of capacity-building initiatives	5,000
	- Strengthened partnerships and collaborations	- Facilitation of collaborative events and knowledge-sharing platforms	Local Media, NGOs, Government Agencies	- Number of collaborative events and platforms	5,000
4. Advocacy and Campaigns	- Influenced policy changes and reforms	- Development of policy briefs and advocacy materials	Policymakers, Opinion Leaders	- Number of policy briefs and advocacy materials and events	20,000
	- Raised public support for SDGs	- Implementation of targeted advocacy campaigns	General Public	- Reach and engagement metrics of campaigns	30,000
	- Mobilized action towards SDGs	- Organizing public awareness events and campaigns	Community Leaders, Youth Groups	- Number of public awareness events and campaigns	25,000
	-- Strengthened donor relation for resources mobilization	-Organize donor field visit	Donors and Government	Number of donor field visit Resources mobilized	20,000
5. Communication and Engagement	- Active dialogue and engagement	- Utilization of social media for two-way communication	Public, Stakeholders	- Number of social media interactions and engagements	20,000

	- Public feedback and input	- Regular surveys and feedback collection mechanisms	General Public, Stakeholders	- Number of surveys and feedback mechanisms used	5,000
	- Transparent and responsive communication	- Development of a communication toolkit and guidelines	UN Staff, Partners	- Adoption rate of the communication toolkit	5,000
<b>TOTAL</b>					<b>USD 230,000</b>