



ROMANIA
Ministry of Foreign Affairs



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Achieving the MDGs through Peacebuilding: Capacity building in transition to democracy, community based-dialogue and peacekeeping operations for international, national and local actors in Afghanistan

– Project PR/ Visibility Strategy –

The aim of the present strategy is to offer guidance for the project team in all PR and visibility activities entailed by the project in order to: i) abide to PR best practices, ii) form all visibility action in accordance with the particularities of the Afghan context, and iii) cater to the donors' requirements in what visibility action is concerned.

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1. Goals of the PR/ visibility activities

The overall aim of all project related PR/ visibility activities is to boost the impact generation potential of all project activities towards bringing forward the following changes:

- **change in knowledge and awareness level** addressing the gaps in peacebuilding and transition process identified and communicated between different tracks of society;
- **change in skills, competencies, attitudes, relationships** ensuring improved country-tailored and nationally/ locally owned capacity building tools for achieving MDGs and transition through peacebuilding and peacemaking;
- **change in the public agenda priorities:** foreseen to lead to better informed decision makers and a more efficient supranational approach on peace consolidation operations.

The specific goals of the PR/ visibility activities is to:

- Approximately 100 organisations (international, Afghan and Romanian) have knowledge of the project outputs and its project through direct interaction with its outputs and personnel;
- 70% of the target group members receiving the project outputs are able to report a heightened awareness on the issues tackled by the project (capacity building/ training needs, achievements, lessons learned in peacebuilding, peace consolidation, transition and development in Afghanistan);
- 30% out of these 70% are able to give examples of policy/ strategy/ content changes in their planning and programming in line with the findings and recommendations of the project;

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*Romanian Ministry of Foreign Affairs, from the Official Development Assistance budget
UNDP Bratislava Regional Center*

The project is implemented by

*Peace Action, Training and Research Institute of Romania (PATRIR), www.patrir.ro
Cooperation for Peace and Unity (CPAU), Afghanistan, <http://www.cpaug.org.af>*



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- A minimum of 80% of the project outputs reach Afghan, Romanian and international target group members engaged in policy, capacity building and decision making for peace consolidation and MDG attainment (120 pieces);
- 1 PR strategy ready and implements;
- 1 web-page built and made public;
- PR materials printed and distributed;
- 4 press releases sent;
- 2 press conferences held,
- 30 relevant international stakeholders identified, contacted and met with in Brussels for policy advocacy and visibility purposes through a 3-hours afternoon formal event/ presentation of project, its outputs and outcomes
- 30 Romanian experts with experience identified and invited to 1 end-of project debriefing meeting held in Bucharest with MFA.

2. Target group

The project's PR/ visibility activities will target:

- International and intergovernmental organisations and their staff active in capacity building/ training in peacebuilding, peace consolidation and development work in Afghanistan, Romania and worldwide;
- International and intergovernmental organisations benefitting from capacity building/ training in peacebuilding, peace consolidation and development work in Afghanistan;
- UN Country Team;
- Afghan government/ state actors and agencies active in peace consolidation and development work;
- Afghan NGOs, civil society organisations and community groups/ organisations active on peacebuilding, peace consolidation and development work;
- International and national (Afghan) policy and decision makers i) in charge of crafting capacity building/ training policies for peace consolidation and development actors in Afghanistan, Romania and worldwide.
- Practitioners in peacebuilding, peace consolidation, transition and development work active in Afghanistan and other conflict affected areas.

3. Action plan & schedule

The visibility of the project, its outputs and outcomes will be assured through a series of PR, dissemination and advocacy activities. While some of these activities will promote the overall project, others will aim at profiling specific products of the project.

Reaching maximum project visibility, including its partners and donor(s) will be assured through a **PR/ visibility strategy** developed at the beginning of the project and followed throughout the project implementation (Months 1-12). A **project web-page** will be developed in the first quarter of the project to carry and resent the main activities and results of the project, offering visibility to the donor and project partners as well. Project related **PR materials** will be designed and printed, to offer project related information in dissemination

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campaigns and meetings with relevant Afghan, Romanian and international stakeholders. Project events will be preceded and followed by **press-releases and press conference** where the possibility arises. These basic PR activities will be conducted from Romania, while in the dissemination and visibility activities Afghanistan based partners will be involved also.

Two major visibility and advocacy meetings are planned during the implementation of the project:

- During Month 12 of the project a series of meetings and short formal events will be organized with relevant international stakeholders in Brussels, to present the project, its outputs and outcomes.
- During Month 12 of the project a Bucharest based project debriefing and 1-2 days workshop held with the donor, relevant Romanian experts, government and civil society representatives on the project, its outputs and outcomes. The meetings and workshop will also focus on finding synergies between the project and future activities of the Romanian MFA and other relevant stakeholders.

Project visibility in Afghanistan

While advocacy/ visibility meetings would be recommended in Afghanistan as well, due to the expected post-electoral security situation these had to be postponed in order to avoid security challenges for the project personnel. Visibility and advocacy action in Afghanistan will be covered during the interview and workshop implementation phases, followed by online interactions with relevant decision makers, and capacity building providers and beneficiaries. The latter ones will outline the findings and outputs of the project to the identified international target groups and beneficiaries.

Activity specific visibility and advocacy

1. **Needs Assessment and Needs Assessment Country Report:** both activities will allow strengthening overall project visibility through the multi-stakeholder interviews/ meetings. The Needs Assessment Country Report will benefit from a wide-spread **postal and online dissemination process** towards relevant Afghan and international experts, capacity builders, decision makers fitting the thematic and geographical scope of the project, who would be able to use the compiled information for upgrading training/ capacity building programmes and policies to meet the identified needs and requirements. The Needs Assessment Country Report will benefit of visibility during each meeting highlighted in the earlier paragraph.
2. **Capacity building programme and Handbook:** both activities will allow strengthening project visibility overall through the multi-stakeholder engagement process their implementation entails. The visibility of the capacity building project will be achieved through a multi-month **dissemination and advertisement process** to the target audience built on previous **presentations of the activity during the needs assessment process**. Information dissemination avenues will include besides **personal e-mails** to PATRIR-IPDTC and partner organisation networks: **LinkedIn, Facebook, Peace and Collaborative Development Network, Relief Web, and may others**. In what the Visibility of the Handbook is concerned, this will benefit from both online and on-site promotion, making use not only of the online tools mentioned previously, but also of the visibility and advocacy meetings highlighted in the earlier paragraphs.

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4. Results and impact

Next to the specific [goals](#) highlighted above, the following results are foreseen:

- **Outputs:** PR strategy, web-page, PR materials, press releases, press conferences, workshops and meeting proceedings from Afghanistan, Brussels, and Romania.
- **Outcomes:** high visibility of the project, its outputs and outcomes among project target group and beyond; enhanced possibilities for regional cooperation among relevant actors in peace consolidation, MDG attainment to find synergies, share lessons learned and exchange experiences to boost engagement capacity; enhancing awareness of main stakeholders on the issues covered by the Needs Assessment Country Report and relevant recommendations for enhanced practice in peace consolidation and MGD achievement.

Success indicators:

- **Quantitative:** 1 PR strategy ready and implements, 1 web-page built and made public, PR materials printed and distributed, 4 press releases sent, 2 press conferences held, 30 Afghanistan based organisations identified for workshop; 30 relevant international stakeholders identified, contacted and met with in Brussels, 3-hours afternoon formal event/ presentation of project, its outputs and outcomes implemented in Brussels, 30 Romanian experts with experience identified, 1 end-of project debriefing meeting held in Bucharest with MFA, a 1-2 day workshop implemented with the participation of the 30 experts identified, a 100 member target group identified as recipients of hard-copy Needs Assessment Country Report/ Handbook.
- **Qualitative:** A group of minimum 100 Afghan, Romanian and international experts is developed and maintained during and after the Needs Assessment Process, and Visibility & Advocacy activities; a group of maximum 30 alumni is developed and maintained as the result of the Capacity Building process; the Applicant and future project partners maintain a strategic relationship to manage the project outcomes on long term; 25% of the initially mapped organisations are contacted for needs assessment interview, based on the principles of systemic engagement with conflict actors (cross-sectoral, cross-track, cross-conflict, cross-geographical engagement); a minimum of 80% of the NACRs reach Afghan, Romanian and international actors engaged in policy, capacity building and decision making for peace consolidation and MDG attainment; a minimum of 80% of the Handbook reach Afghan, Romanian and international actors engaged in, capacity building related practice, policy and decision making for peace consolidation and MDG attainment.

5. Donor visibility requirements

The following are the visibility requirements highlighted by the Romanian Ministry of Foreign Affairs and the UNDP Bratislava Regional Centre:

- All documents (e.g. event agenda, reports, publications) need to feature the logos of the Romanian MFA, UNDP Bratislava Regional Centre and of the Romanian Official Development Assistance. The official logos may be found with the Romanian Peace Institute (PATRIR), the lead applicant for the project.
- The UNDP logo needs to be featured in the right upper corner of any document, publication.



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- The Romanian Official Development Assistance logo needs to be featured in the header of all documents, publications, along with the logos of other organisations and partner institutions. In case this is not possible, the logo needs to be placed in the footer, at the middle.
- Depending on the language used in the project documents (Romanian and English), the logos need to be used in the respective languages. In case the documents are other than English or Romanian, the logo versions of the Romanian Official Development Assistance may be used as thought fit.
- All press releases and other types of notification need to mention that the project was financed by the Romanian Ministry of Foreign Affairs from the Official development Assistance Budget.
- All press releases and other types of notification need to mention UNDP Bratislava Regional Centre and implementation partner.
- All project outputs are required to contain the following disclaimer: Any views or opinions expressed in this material are solely those of the implementing organisations and do not necessarily represent the views of the Romanian Ministry of Foreign Affairs.

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