

**Communication and Visibility Plan for
Promoting Equitable, Accountable Civic Engagement in
Myanmar (PEACE)**



Funded by European Union

**Partners: Local Resource Centre (LRC), HELVETAS Myanmar, and
Partnership for Transparency Fund (PTFeV)**

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1 INTRODUCTION TO THE PEACE PROJECT

The Promoting Equitable, Accountable Civic Engagement in Myanmar (PEACE) project in Myanmar aims to contribute to local Civil Society Organizations' participation and influence in the planning, implementation and review of development projects, services delivery and policies at national and sub-national levels for more inclusive and equitable development in Myanmar. The specific objective is defined as "Enhanced resources and strengthened capacities of local CSOs for an empowered and accountable civil society in Myanmar that embraces diversity, promotes social inclusiveness, accountability, transparency and civic responsibility".

The project will be implemented across different states and regions in Myanmar such as Yangon Division and sub-national level covering Northern Shan State, Mon and Kayin States, Tanintharyi region and Mandalay, covering the Dry Zone.

The project is implemented by a consortium, comprised of HELVETAS, Partnership for Transparency Fund (PTFeV) and the Local Resource Centre (LRC), and is co-funded by the European union (EU) under Europe Aid/136-680/DD/ACT/MM.

2 CONSORTIUM PARTNERS, FUNDING AGENCY AND THEIR APPEARANCE

2.1. HELVETAS Myanmar

HELVETAS started working in Myanmar in 2012. HELVETAS launched pilot activities in the Dry Zone, focusing mainly on the livelihoods sector, addressing challenges related to improving citizen engagement, on and off farm productivity, skills development, employment, and income options for rural men, women and youth, with special attention given to disadvantaged, at risk and vulnerable groups. It is registered with the Ministry of Home Affairs and work under a framework Memorandum of Understanding with the Department of Rural Development, within the Ministry of Agriculture, Livestock, and Irrigation. HELVETAS pro-actively seeks and welcomes added value and complementary collaboration with public, private, academia, media and other local and international development sector actors. The official Logo of HELVETAS is as below:



Note: HELVETAS Logo will be used in all project related activities, public relations materials and reports, and PEACE project related events as agreed in the communication and visibility plan. Using the HELVETAS logo for any additional purpose, requires permission from a HELVETAS authorized person, and HELVETAS logo usage guidelines must be respected.
https://www.myanmar.helvetas.org/en/projects/peace_project/

2.2. Partnership for Transparency Fund eingetragener Verein (PTFeV)

PTFeV mobilizes expertise and resources to provide advice and small grants to CSOs that engage citizens in actions to improve governance, increase transparency and reduce corruption in developing and emerging countries. PTFeV is registered and based in Munich, Germany. It is the European affiliate of PTF. It aims to promote the mission and goals it shares with PTF, mobilizing funds and providing technical assistance to projects and programs. Its goal is to pilot and scale-up innovative approaches and tools that reduce corruption and improve governance. It draws lessons throughout the project cycle and shares the experience and knowledge widely to advance a culture of transparency and accountability between citizens and states around the world.

PTFeV only supports projects that are action oriented and directly address well identified governance and corruption problems through interaction between citizens and their governments. Over 15 years of operation, this approach has helped partner CSOs create new models for constructive citizen engagement. Most of PTFeV's completed projects have been independently evaluated. Overwhelmingly they have been deemed successful and replicable.

The official Logo of PTFeV is as below:



Note: PTFeV Logo will be used in all project related activities, public relations materials and reports, and PEACE project related events as agreed in the communication and visibility plan. Using the PTFeV logo for any additional purpose, requires permission from a PTFeV authorized person, and PTFeV logo usage guidelines must be respected.
<http://ptfund.org/ev/>

2.3. Local Resource Centre (LRC)

LRC was established in 2008 as a humanitarian response to Cyclone Nagis, to enable better coordination and collaboration between local and international humanitarian actors and build capacity of local groups. Since then, LRC has shifted its focus to the holistic development of CSOs.

LRC has enhanced its reach in the regions, increasing local delivery on the ground. This makes it easier to work across upper and lower Myanmar, as well as giving coverage in the dry zone and conflict sensitive areas.

Vision of LRC

An empowered and accountable civic society that actively embraces diversity, social inclusiveness and civic responsibility, and works together to bring about change to the lives of vulnerable and marginalized communities in Myanmar.

Mission of LRC

LRC aims to empower civil society organizations by acting as a catalyst:

- Strengthening CSO institutional capacity through skill development and targeted information dissemination
- Creating opportunities for CSOs and youth to develop a collective voice, collaborate together and with other stakeholders using a rights based approach

- Influencing policy development and reform by establishing advocacy platforms that encourage broad based dialogue based on evidence based data/information.

The official Logo of LRC is as below:



Note: LRC Logo will be used in all project related activities, public relations materials and reports, and PEACE project related events as agreed in the communication and visibility plan. Using the LRC logo for any additional purpose, requires permission from an LRC authorized person, and LRC logo usage guidelines must be respected.

<http://www.lrcmyanmar.org/en>

2.4. European Union (EU)

The European Union is the Funding Agency of the PEACE project. Overall project related activities and events mentioned in communication visibility matrix need to ensure appearance of the EU flag and as per Communication and Visibility Manual for European Union External Action.

The official flag of EU is as below:



This project is co-funded by the European Union

Note: EU flag will be used in all project related activities, public relations materials and reports, and PEACE project related events as agreed in the communication and visibility plan following EU flag usage guideline and seeking approval as relevant from authorized EU representative in country. (The Press and Information Officer at the EU Delegation).

3 COMMUNICATION OBJECTIVES

The project's communication basically aims at supporting the achievement of the project's main objective, which is to contribute to local Civil Society Organizations' participation and collaboration in the planning, implementation and review of development projects, services delivery and policies at national and sub-national levels for more inclusive and equitable development in Myanmar.

Accordingly, the communication objectives are as follows:

- **Project stakeholders** are informed about the project, its objectives, basic working approaches and achievements (target group 1 below).
- The **general public in Myanmar** is informed about the project and its achievements (target group 2).
- Members of related regional and international networks and platforms as well as **interested circles** in Germany, Switzerland and elsewhere are informed about the project in general and its achievements (target group 3).

In all communications and visibility related activities, EU will be named as the main donor for this project. The EU flag will be displayed in all printed and virtual communication materials.

Project Cycle Milestones	Communication Milestones	Objective & Target Groups
Mobilisation & Orientation	National and Regional launching and orientation events in project target areas	To launch the Project, present the objectives and establish a first connection with local CSOs, authorities, other development actors, media and general public
Baseline CSO needs assessment	Mapped and prioritized CSO capacity development needs are documented and shared	To establish a baseline and ensure project takes into account existing and updated priorities of primary target group
LRC Organizational Development	LRC resources and services are enhanced	LRC is better equipped to respond to CSO member needs and sustainably engage as a partner in development
Development of guidelines for implementation	Training of trainer courses on identified priority capacity development needs of the LRC and local CSOs, including small grants	To enhance access to qualified training curriculums and packages, for dissemination and practical application by the LRC and pool of trainers, field facilitators and trainees
Capacity Development	Capacity development and training events for selected core and regional trainers	To build a pool of competent local human resources in CSO priority capacity development topics
Peer to Peer learning	Exchange and knowledge sharing events	To promote knowledge and skills, and enhanced networking and coordination through experience exchange among the pool of trainers and small grant recipients
Documentation of practices	Regional review workshops	To involve local government authorities, private sector and CSO in analysis of good practises
Institutionalisation of good practise	Regional and National seminars and advocacy events	To enhance more coordinated, strategic and multi-stakeholder participatory platforms for consultation, dialogue and policy development
End of project baseline and external Evaluation	Capitalisation documents	To disseminate project achievements, learnings and impact among target groups and the broader interested development community, public and stakeholders

4 TARGET GROUPS

4.1. Project stakeholders

Local Civil Society Organizations (CSOs) and network groups in Myanmar.

CSOs, networks and community members in at least the 4 selected project areas in Myanmar will be the direct target groups under this project. Special attention will be paid to under represented and/or disadvantaged groups. At the LRC facilities and centres the EU flag and consortium member logos will be placed at all 4 LRC premises (Yangon, Mandalay, Lashio, and Mawlamyine) and project related information will be shared through LRC website, facebook and displayed at LRC facilities.

Local authorities and Myanmar government officials including Parliamentarians and non-state actors.

The local authorities and government counterparts of the states and regions across project areas will also be targeted since the project aims to encourage dialogue between CSOs, key non-state actors and key government officials Local Authorities, Ministries and Parliamentarians.

Media and private sector service providers in Myanmar

Media will be targeted along with the private sector across project areas for raising awareness about development projects, promoting access to reliable information and enhancing transparency.

Development agencies and international donors in Myanmar with an interest in supporting local civil society organizations working in humanitarian and development sectors

Development agencies and international donors have committed to strengthen CSOs in Myanmar and provide aid for country development. Communication with these target groups is vital from the start of the project and will be continued at opportune milestone intervals and events throughout the lifespan of the project. The impact/outcome of the project can also contribute to the development and implementation of donor country strategies such as EU country road map, DFID country strategy, etc.

Myanmar National Human Rights Commission (MNHRC)

LRC has established a relationship and developed communication channels with MNHRC for mediating CSOs issues/voices of the community through Change Agents trained and mobilized as part of a previous EU funded project (EIDHR). These Change Agents will be leveraged as relevant to reinforce the project's citizen empowerment components.

4.2. Myanmar general public

The general public in Myanmar will gain related data and information on the project activities and experiences through media events, advocacy events, news coverage on project activities and other media related activities. With enhanced access to information, the project aims to promote responsible and informed civic engagement for self-advocacy.

4.3. Other interested circles

Concerned participants in regional and international platforms and forums in which consortium partners participate.

The consortium partners are already participating in many thematic regional and international platforms. Whenever relevant, opportunities will be taken to share project information and experiences.

HELVETAS members and readers of HELVETAS public relations.

PEACE project related information will be disseminated through Information, Education and Communication (IEC) materials of HELVETAS such as Pamphlets, Website, and Press Releases.

PTF e.V. and PTF members and readers of PTF public relations.

Similarly, the project related information can be disseminated through Information, Education and Communication (IEC) materials of PTF such as Pamphlets, Website, Facebook, Twitter, and Press Release.

5 COMMUNICATION OUTPUTS

Project Cycle Milestones	Communication Outputs	Indicator	Target Group	Timing	Responsible (Lead)	Budget Line source
Basic project information	Project description in web-sites of LRC, Helvetas, PTF; project fact sheet; signboards at LRC offices		1, 2, 3	ongoing	HELVETAS w/LRC and PTF	
Mobilisation & Orientation	On and offline announcements; launching events; handouts and PPTs, media conferences	Number of launching and orientation events completed; attendance records; media coverage	1, 2	Year 1 Q1 and 2	LRC	5.8. 6,000 Euro
Baseline CSO needs assessment	On and offline announcement; Baseline survey and report	Needs documented and prioritized by target area; mappings available	1	Year 1 Q1-Q2	HELVETAS w/LRC	1.2.1. 4,500 Euro
LRC Organizational Development	LRC surveys; reports and plan	Changes in practices	1	Year 1 Q1-3	HELVETAS	6.6. 12,500 Euro
Development of guidelines for implementation	Guidelines and curriculums	Number of guidelines and curricula developed	1	Year 1 Q2-4	HELVETAS w/PTFeV	6.7 12,500 Euro
Capacity Development	Training packages	Number of trainings and documented application of learning by trainees and grantees	1	Year 1 Q3-4	HELVETAS w/PTFeV	6.8 37,500 Euro
Peer to Peer learning	Case studies;	Number of events and documented agendas and participation	3	Year 2-3-4 Ongoing	LRC	6.9 12,500 Euro
Documentation of practices	Case studies; audio-visual; contributions to networks and conferences;	Number of materials available and types of good practices documented	3	Year 2-3-4 Ongoing	LRC	5.1. 16,000 Euro
Institutionalisation of good practise	Case studies; policy briefs; advocacy	Number of case studies, policy briefs; advocacy events and statements	1, 2	Year 3-4	LRC	1.3.3 and 1.3.4 86,000 Euro
End of project baseline and external Evaluation	Capitalisation documents; sharing WS	End of project comparative baseline report; and external evaluation report;	1	Year 4	HELVETAS	5.2.2 4,500 Euro 5.5. 14,000 Euro