

COMMUNICATION AND AWARENESS- RAISING STRATEGY AND ACTION PLAN GCF READINESS 2022-2024

Connecting with the stakeholders

Paramaribo - 12 October, 2022

PROGRAM

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OBJECTIVE - Communication and Awareness-raising strategy and action plan for Suriname

- Period: 2022-2024
- The Ministry of Spatial Planning and Environment has an important role in resource mobilization and long-term growth and national development,
 - and as NDA to the GCF it will need to build the required capacity to expeditiously and adequately function in its role as NDA.

STAKEHOLDERS

- ▶ Government
- ▶ Non-Governmental Organizations
- ▶ Quasi Non-Governmental Organizations
- ▶ Civil Society Organizations

METHODOLOGY

- ▶ Survey from August 22 - August 30, 2022.
- ▶ 23 organizations participated
- ▶ The survey is analyzed on three levels for effective communication purposes.

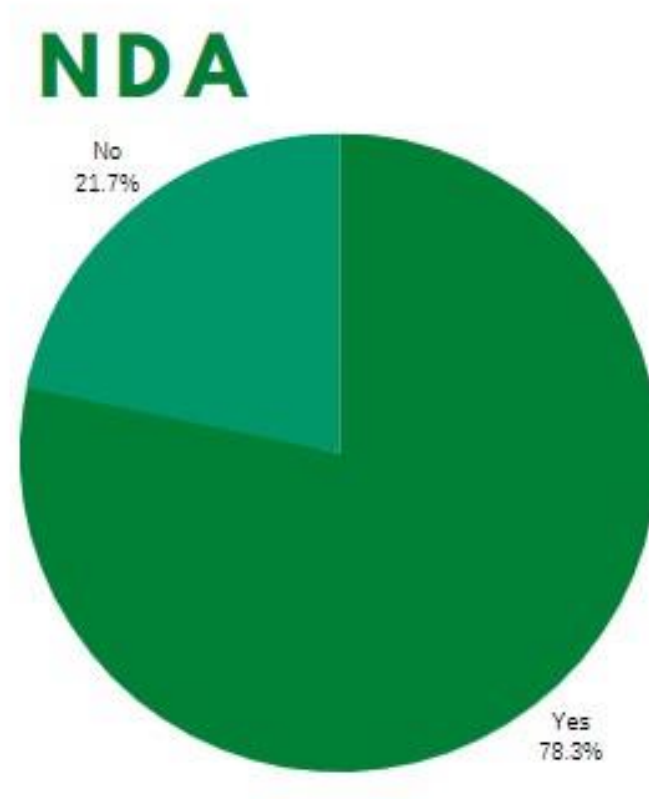
Organizations	
UNDP	ROM
NIMOS	Planning Office, SPS
SCF	SBB
Greenfund Suriname	Ministry of Finance & planning
Projekta	Ministry of Regional Development & Sport
NV EBS	Ministry of Agriculture, livestock & fisheries
Greengrowth Suriname	VIDS
Tropenbos	FAO
Staatsolie	CDB
Ministry of Natural Resources	Other environmentalists
CI Suriname	
MAS	

SURVEY ANALYSIS

- ▶ **Strategic level:** overview of the needs in the sector and the core tasks of the NDA;
- ▶ **Tactical level:** connect with stakeholders for decision making processes and participate in NDA activities;
- ▶ **Operational level:** roles of responsibility for efficient and effective implementation of the NDA tasks and activities.

IDENTITY: DO YOU KNOW THE NDA?

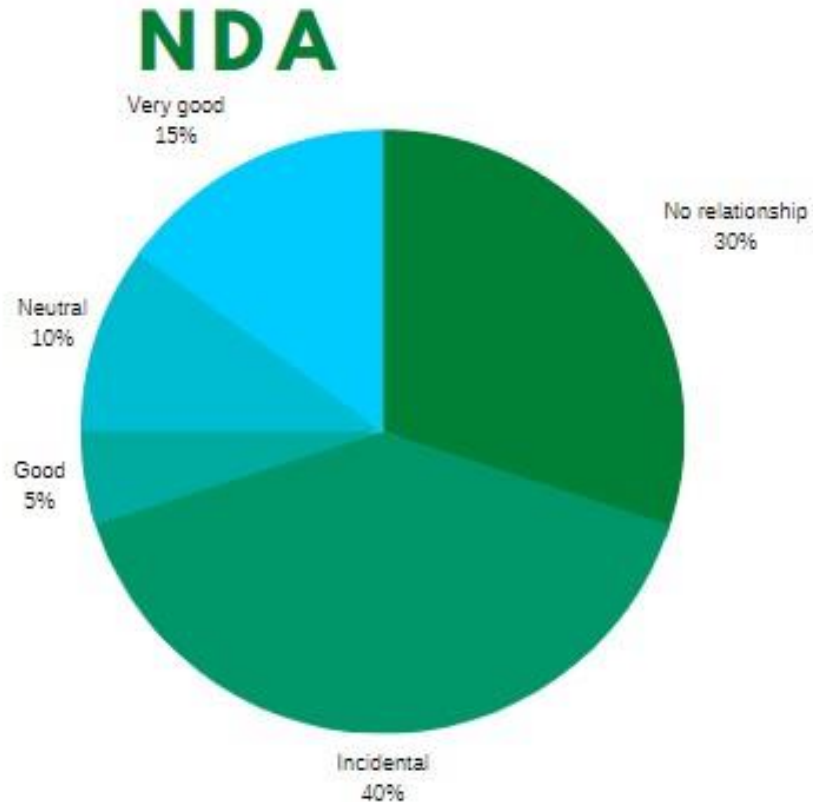
Do you know the NDA:
National Designated
Authority?



- ❖ 78% knows the NDA
- ❖ Contact with different departments ROM

IDENTITY: INTENSITY OF RELATIONSHIP

How intense is your relationship with the GCF-NDA?

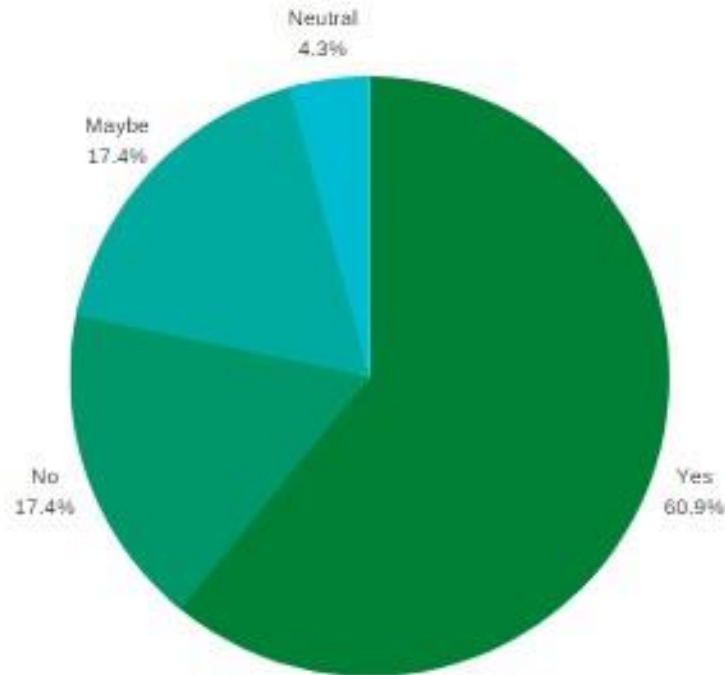


- ❖ 15% intense work relation with ROM
- ❖ Credibility NDA

IMAGE: DO WE TRUST THE NDA?

NDA

Can the NDA successfully perform the core tasks?

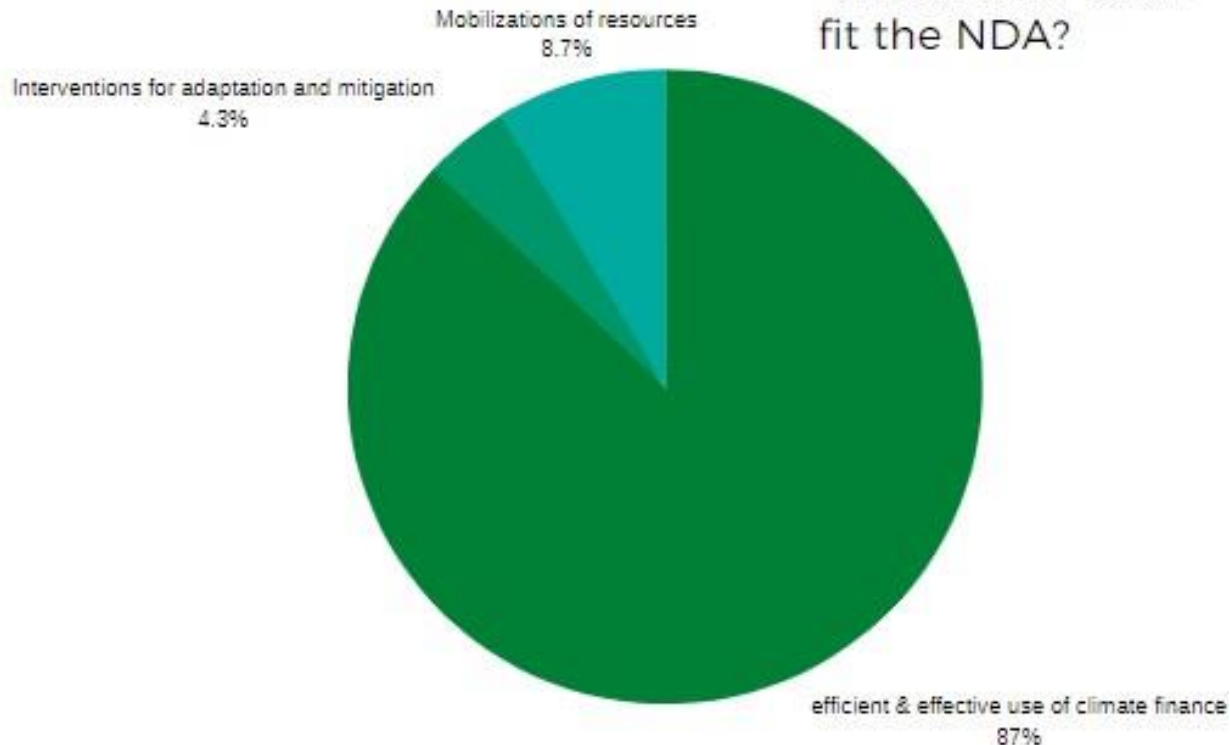


- ❖ 61 % believes in NDA
- ❖ 17% doesn't due to insufficient capacity
- ❖ Separation of coordination & implementation tasks for decision making purposes
- ❖ Independent entity in the environmental sector

REPUTATION: WHAT DO WE EXPECT FROM THE NDA?

NDA

Which core tasks fit the NDA?



- ❖ NDA communicates clearly, consistently and transparently about its purposes and activities
- ❖ 87%, expects an efficient, effective and transparent use of climate finance.

The National Designated Authority, NDA

Efficient, effective,
and transparent use
of climate finances

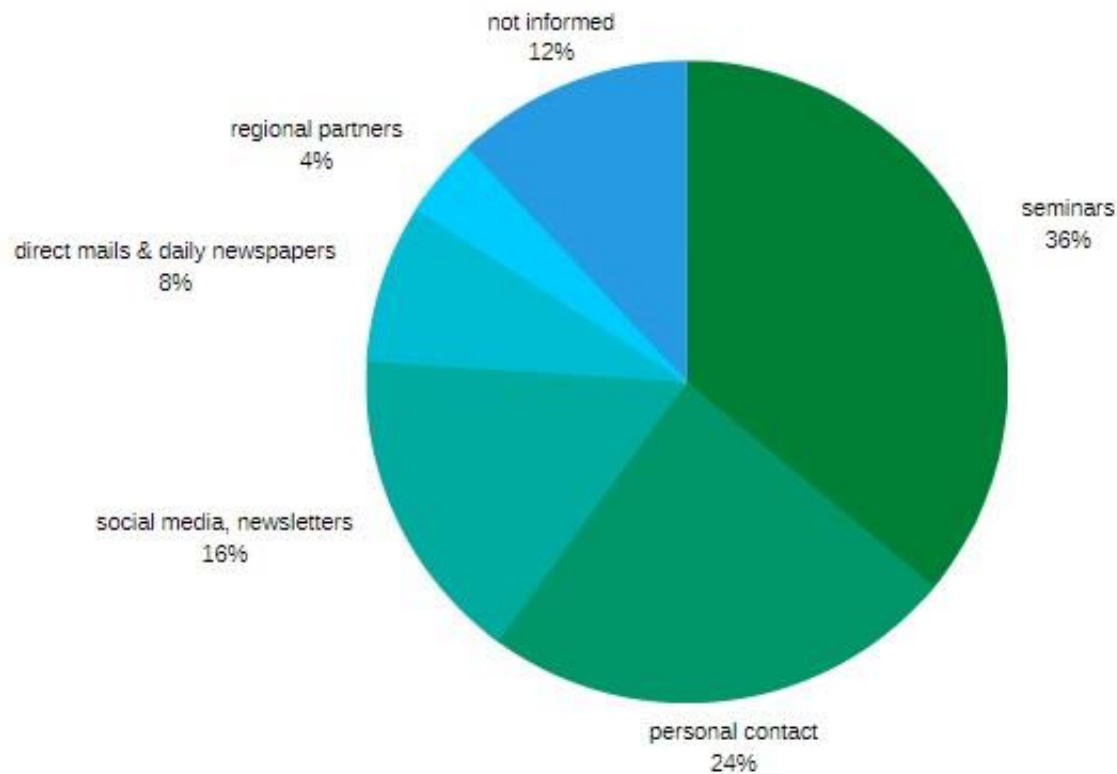
Concrete adaptation
and mitigation
interventions for
impactful results

Mobilizing resources
and long-term growth
and national
development,

Build required
capacity

HOW DOES THE SECTOR COMMUNICATE?

COMMUNICATION CHANNELS STAKEHOLDERS



- ❖ 36% SEMINARS
- ❖ 24% PERSONAL CONTACT
- ❖ 28% SOCIAL MEDIA, NEWSLETTERS, DAILY NEWSPAPERS, DIRECT MAILS AND (REGIONAL) PARTNERS
- ❖ 12% NOT INFORMED

COMMUNICATION GOALS

► Knowledge - Oct 2022 until Oct 2023

- ✓ Inform stakeholders about NDA
- ✓ *The 'need' of the NDA in Suriname.*

► Attitude - Nov 2023 - April 2024

- ✓ Stakeholders feel informed, heard and understood & expand capacity
- ✓ *The 'why' of the NDA in Suriname*

► Skills - May 2024 until Oct 2024

- ✓ Continuously explore if comms activities match with needs stakeholders
- ✓ *The 'impact' of the NDA in Suriname*

Synergy between Knowledge, Skills & Attitude



LEADING QUESTIONS ACTIVITIES

- ▶ What's the involvement of Suriname with the GCF
- ▶ And how can we influence the decision making of the audiences to take action to address climate change through dedicated and solid projects?

NR	RECOMMENDATIONS	HOW
1	Manage & monitor the internal and external communication on a long term basis	Establish communication committee for NDA to reach communication goals effectively
2	Use relevant communication channels	Targeted communication per audience
3	Increase effectiveness of NDA	Separate core tasks NDA into coordination and implementation tasks for decision making purposes
4	Increase the work capacity of the NDA	Availability of personnel
5	Position NDA in the sector	Independent entity
6	Launch awareness campaign	About financial mechanisms in environmental sector, including climate change.

NR	RECOMMENDATIONS	HOW
7	Built or use an existing platform to disseminate information about the financial mechanisms that are available in the environmental sector.	One platform for all information
8	Publications of all issues in the environmental sector of Suriname on one (1) platform.	All issues in sector, call for proposals, status of submissions and requests for accreditation of entities, projects, GCF information etc.
9	This one platform is accessible & understandable for stakeholders	Needs stakeholders & targeted communication
10	Quarter meeting with all stakeholders	four meetings: stay informed and connected with the environmental sector, including climate change activities.
11	Reputation & relationmanagement NDA	Lobby on all levels, political, NGO, Government etc
12	Training for staff NDA & stakeholders	Needs of staff & stakeholders

EXPECTED RESULTS

- ▶ Needs stakeholders implemented in national communication strategy
- ▶ Continuous monitoring of communication strategy & work plan
- ▶ Clear communication goals for implementation about the national environmental policy & Suriname's engagement with GCF
- ▶ Availability of information, concerns and expectations
- ▶ Committed communication team (coms committee) for communication activities.

ACTION: INFORMATION ON ROM WEBSITE

- ▶ GCF Country program
- ▶ GCF Stakeholder Engagement plan
- ▶ GCF Information Manual (incl. No-objection procedure and the country coordination mechanism)

QUESTIONS



A QUESTION FOR YOU

1. WHAT ARE THE COMMUNICATION NEEDS IN THE SECTOR?
2. WHICH COMMUNICATION ACTIVITIES ARE NEEDED?
3. IS THERE A COMMS PERSON IN YOUR ORGANIZATION?