

ROUGH, AMBITIOUS DRAFT *OUTLINE* (“KEY ELEMENTS”) FOR THE CLME+ COMMUNICATION STRATEGY

1. Stakeholder mapping (inventory and characterization): CLME+ Project & SAP
2. Communication between PCU and CLME+ Project countries and co-executing partners
3. Communication between PCU and co-executing partners (*PEG*), and the broader CLME+ Partnership (*SAP Coordination Mechanism*)
4. Communications between the CLME+ Project and the general public in the CLME+ region
 - a. general outreach
 - b. media
 - c. communication with specific stakeholders at the country level
5. Communications between the CLME+ Project and the global community (global LME practitioners, international conventions etc)
6. Communication tools
 - a. Project & partner websites (network of inter-linked sites)
 - b. Use of other social media
 - c. Project Reports & Products
 - d. Use of maps & statistics
 - e. Use of (online) dashboards (M&E of project/SAP)
 - f. Repositories, (shared) databases & calendars
 - i. Access to reports, maps, datasets
 - ii. Stakeholder contact info
 - iii. Info on relevant events/meetings/workshops
7. Languages, Logos, Templates, Acknowledgements and Legal Disclaimers
8. Central and decentralized elements of the CLME+ Communication Strategy
 - a. Responsibilities of the GEF Agency and Executing Agency
 - b. Responsibilities of the CLME+ PCU
 - c. Responsibilities of the Co-executing Agencies
 - i. CLME+ Sub-Projects
 - ii. Other work/outputs under the CLME+ Logical Framework
 - d. Responsibilities of the Participating countries
 - e. Responsibilities of the Members of the CLME+ Partnership
9. Key products/outputs & outcomes
 - a. Feasibility analysis
 - b. Timeline & targets
 - c. Sustainability / Project After-Life Strategy

YELLOW = to already be discussed and, if possible, agreed upon at IWS/SCM1