



Communication, outreach and engagement strategy

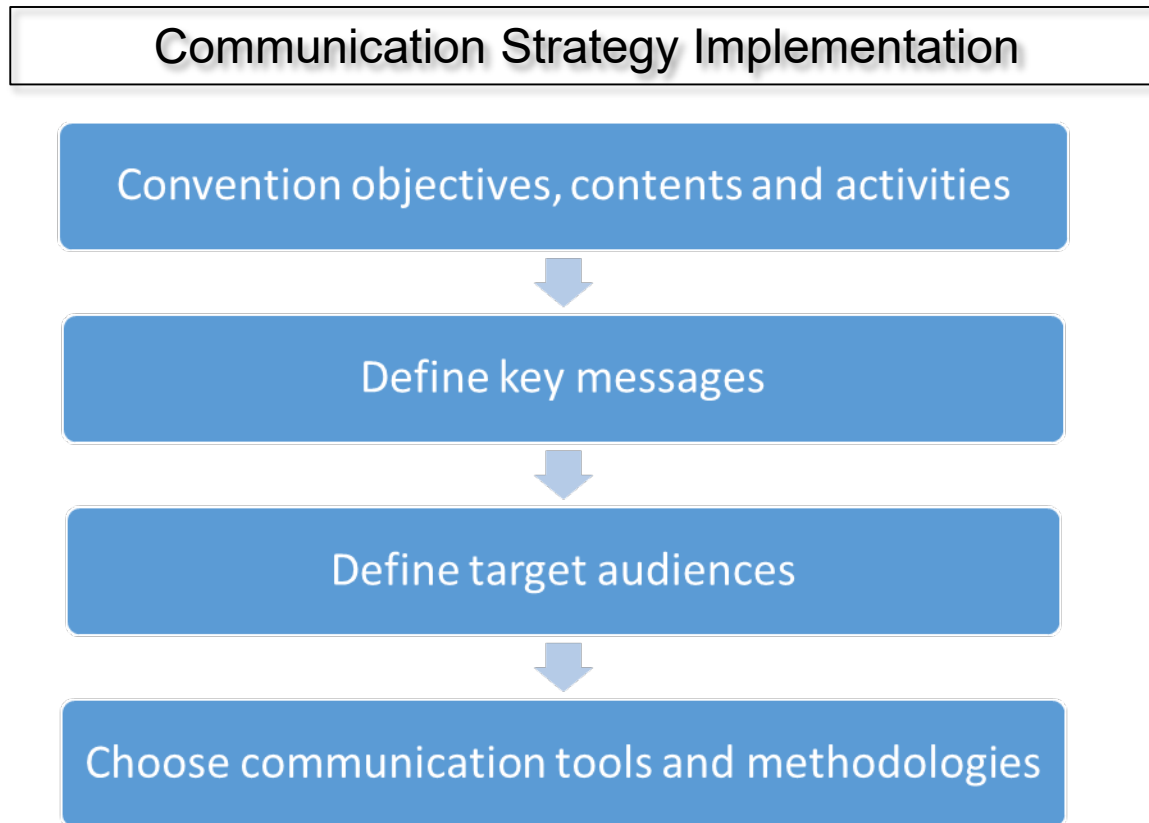
Conference of the Parties to the Convention on the
Transboundary Effects of Industrial Accidents
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Mandate

- 9th COP: Mandate to the Bureau „to develop a targeted communications strategy to facilitate ensuring robust and sustainable financing“
- Main concept: achieve the goal by enhancing and promoting knowledge and awareness about the Convention’s products
- The Convention is the only legally binding multilateral agreement for industrial accident prevention, preparedness and response
- Transform the numerous obligations and activities into key messages and identify target audiences
-  Communication is the key 

Implementation



Final Product

Chapters

- Key messages
- Target audiences (governments, industry, general public, international organizations, NGOs, Academia)
- Communication, outreach and engagement methodologies and channels (important events, outreach through partners, written and electronic products, innovative and interactive tools)
- Implementation of the strategy

Final Product

- Comprehensive document linked inherently with the long-term strategy and the Sustainable Financial Mechanism
- „Check-list“ for communication and outreach purposes, e. g.
 - who to communicate with
 - what might be the target
 - how can it be done (e.g. UNECE role play materials and videos)
- To be used by all stakeholders who shall perform or improve communication and outreach
- Important: no one-way concept but mutual communication necessary to receive information on needs and priorities