



November 2014

Communication Strategy of EITI Albania

Activities Plan

November 2014 – June 2015

Prepared by: Mr. Lutfi Dervishi

Individual Consultant

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I. Executive Summary

The EITI Albania Communications and Outreach Strategy seeks to make the entire Albanian public, the stakeholder groups as well as the general public, aware of the current situation with the extractive industries throughout the country. At present, knowledge among the Albanian population is minimal, fragmented, and dependent upon sporadic blocks of information that is disseminated in an unorganized way and only sporadically.

The Strategy seeks to address all these through a systematic flow of information by means of all media available, by engaging all different stakeholders, and by targeting different groups of the population. In order to measure knowledge among the general population before the implementation of the strategy as well as the success of the strategy, we are hereby proposing a survey upon completion of the implementation of the Strategy and another at the end (July 2015). It would be best if the sample could be increased to 1,000 respondents.

The goals of the Strategy will be to:

- Make the stakeholders and the general public more aware of the situation and the potential, thus increasing the possibility for greater accountability that will then be translated into greater transparency;
- Make extractive industry operators more responsive to community needs by informing both parties of the need and obligations for transparency, thus empowering the public to participate in an informed manner in discussions about the sustainable development of communities.

The concrete messages that will be conveyed through the Strategy will be discussed in detail with EITI Albania, upon approval of this Strategy. The messages will be delivered through a broad variety of ways that include broadcast, print, online media, online Energy Portals as well as EITI's website and Facebook account.

TV debates would be best constructed if they were to include EITI representatives, GOA officials, MPs from the relevant standing committees as well as from the constituencies that house extractive industry operators, as well as civil society representatives and reporters specializing in economic and transparency issues.

Messaging will also take place in an interactive manner, through the involvement of EITI Albania officials, MSG representatives, debates with university students and with local communities. The proposed poster contest will be a way to further increase knowledge among local communities and make participating students more aware of the potential of the areas they live in.

We could also look at the possibility of engaging youth forums in debates in Tirana or preferably in the extractive industry districts.

II. Goals and Objectives

Considering that Albania is a country rich in mineral resources, that it is well known for its mineral reserves and as an important center for oil/gas reserves in the Mediterranean, that its economic development largely relies on the extractive industries sector as a major contributor to its economy, local community development and employment,

and based on the EITI principle that “prudent use of natural resource wealth should be an important engine for sustainable economic growth that contributes to sustainable development and poverty reduction,”

this Communication & Outreach Strategy will seek to:

- Enhance the understanding of EITI principles by stakeholders (communities, government officials, extractive companies, civil society, and members of the press),
- Encourage broad and focused debate on EITI-compliant transparency, which will then lead to,
- Sustainable development of communities and their natural, economic, environmental, and social capital.

III. Stakeholders

As noted in the abstract, target audiences of the Communication & Outreach Strategy include but are not be limited to the stakeholder groups important to the EITI program:

- Local communities
- Local government units
- State institutions
- Civil society organizations & think tanks
- Extractive operators
- Media
- Students
- General public

IV. Strategic Plan of Communication and Recommended Initiatives

The Communication & Outreach Strategy will seek to reach the target audiences in order to achieve the above objectives by implementing a robust and intensive calendar of activities that combine the use of broadcast, print, and social media, as well as community meetings and discussions.

EITI Albania is still little known to the general Albanian public, the Strategy will empower a greater proportion of citizens to effectively access, understand and participate meaningfully in the dialogue regarding the use of one of Albania’s most important source of wealth – its mineral reserves and oil/gas sector.

The slogan of the strategy will be, “The Underground – Transparency on Shared Wealth”.

EITI Albania

Adresa: Bulevardi Zhark Dark, Ish godina ME, Kati IV., Tirana, Albania Tel : +355 4 2264645, sekretariati@albeiti.gov.al

www.albeiti.org

Communities

A review of the findings of the recent survey EITI Impact on Communities, although a sample of only 500 respondents, does provide an indication of the level of awareness of local communities about EITI (72% not aware). With this in mind, we believe that the round table discussions, the high school student poster contest, the TV shows, and website/Facebook postings will increase the awareness of local communities and help make them better participants.

We believe that events organized in local communities must be advertised well in advance and in such a way as to encourage local participation, of not just officials, extractive operator representatives, and EITI officials, but also of inhabitants affected by the operation of extractive industry in their areas.

Announcements of events should be built in such a way as to encourage participation, thinking, and questions. One idea could be to have EITI officials, MSG and operator representatives hold talks with high school students during the days of the round tables.

It would be best if the release of the Revenue Potential Study could coincide with events in the relevant areas north and south of the country in order to make the findings more approachable.

Communication Tools

As strongly demonstrated by the survey EITI Impact on Communities, as well as by other numerous surveys, the number one source of information for the Albanian population is TV (33%), followed by the internet (17.2%). Reports and shows on national TV stations as well as announcements of meetings, round table discussions, and other events on local TV will be decisive in increasing awareness on EITI among local communities.

The draft Strategy envisions the frequent, intensive, and tailored use of these two primary sources to ensure a steady flow of information toward local communities. While TV and the print media will target the middle and senior ages, internet and Facebook will target the younger age groups of community members throughout the country.

We believe that the interactive nature of the Strategy will help increase awareness as well as participation of different age groups of communities in EITI events of importance to these communities. The proposed high school student competition, with prizes, will help ensure greater awareness among high school students as well as their parents and families.

V. Action Plan - Calendar of Activities

- 1. As a general rule, EITI Albania should post one new post every ten days, on both Facebook and Website. Posts may be local or from EITI International and any information or announcement*

should be accompanied by photo or graphic. Some posts of EITI may be shared on Facebook by Ministry of Energy and Industry and vice-versa. Other posts may include photos of mines, miners and other sites.

Ensure that the EITI Albania Facebook page follows and is followed by EITI International. The EITI Albania logo is already featured on the cover page of EITI International on Facebook.

- 2. The EITI Albania Multi Stakeholder Group (MSG) will be an indispensable partner in the implementation of the strategy and part of all outreach activities.*
- 3. Explore the possibility of making senior EITI International representatives part of some of the key events envisioned in the calendar.*

November 2014

EITI Albania Facebook page is launched, with logo+slogan, and website address

Sponsored posts (payment to Facebook), 3 days

Announcement of press conference on Facebook and website

Sponsored (payment to Facebook, 3 days)

“Press Conference to publicize fiscal data on extractive industries for 2012”

Revenues and where they went

November 21

EITI Albania / MSG official appears on Top Channel’s Wake-Up morning show to talk about that day’s press conference

Press Conference to present Report findings

Minister of Energy and Industry + EITI Albania Director

Press package:

- 1 sheet with key findings of 2012 report
- detailed data of the report (on CD or printed sheets)
- Minister’s remarks

Facebook: photos from press conference; one quote by Minister; sheet of key findings

Sponsored post (2 days)

November 24

Appearance on TV (Tonight talk show, Ora news) of EITI Albania official / MSG representative and 3 panelists to discuss 2012 report. Ensure civil society representatives are invited to TV show.

Facebook: photos from TV show

Website: photos from TV show

Online Energy Portals (ex. Energjia.al; aea-al.org)

December 2014

4 days in advance, announce on Facebook (sponsored post) and website the release of the EITI Revenue Potential Study

Release of EITI Revenue Potential Study

Morning of release, EITI Albania Director appears on TV morning show

EITI Albania official / MSG representative plus panelists appear on TV talk show (TV Klan's Opinion). Ensure civil society representatives are invited to TV show.

Repeat Facebook and website activity for press conference and talk show. Online Energy Portals (ex. Energjia.al; aea-al.org).

Consider talk of EITI Albania official and guests with Geology students in Tirana.

December 15

Begin drafting insert for newspapers (Panorama, Dita, Shekulli, Gazeta Shqiptare, Shqiptarja.com, Mapo, Shqip)

Discuss with newspapers about size, content, print, cost

Tailored by target area (Patos – Marinëz, Bulqizë, etc.)

To include findings from 2012 EITI Report, Revenue Potential Study, etc.

January 2015

January 7 - Distribute insert through all seven newspapers, targeting south (post insert on Facebook, website and Online Energy Portals).

January 12 – Round table in Fier with stakeholders (local government, company representatives, area inhabitants, students, local press); discuss with one national TV to do special report. Ensure civil society representatives are part of report.

Discuss with local TV and/or radio to do interview with EITI Albania official / MSG representative.

(post photos, information on round table, TV report, on Facebook, website and Online Energy Portals)

January 14 - Distribute insert through all seven newspapers, targeting north.

January 19 – Round table in Bulqizë with stakeholders (local government, company representatives, area inhabitants, students, local press); discuss with one TV to do special report.

(post photos, information on round table, TV report, on Facebook, website and Online Energy Portals).

Discuss with local TV and/or radio to do interview with EITI Albania official / MSG representative.

February 2015

First week, EITI Albania team travels to south to meet with high school students to announce “High School Student Poster Competition on Albania’s Underground Treasures”

Post photos to make announcement on Facebook.

Second week, EITI Albania team travels north to meet with high school students to announce competition.

Post photos to make announcement on Facebook.

Announcement should include rules of competition.

Announcement should coincide with city-lights installed in entry points of local towns.

March 2015

One winner for north and one winner for south to be announced by Minister of Energy and Industry in local towns. Minister to give out iPad Mini to winner in local government-hosted ceremonies in each of the two areas.

Winning poster insert in two leading circulation daily newspapers, one for north and one for south.

Winners announced on Facebook. Post photo of poster and photo of winning student receiving iPad Mini from Minister or Ministry official.

April 2015

One week before release of 2013 EITI Report, Facebook, Website, Online Energy Portals, announce release. (sponsored posts, payment to Facebook 3 days)

Morning of press conference, EITI Albania official / MSG representative appears on Vizion+ morning show

Press conference to present 2013 EITI Report

Press package:

- 1 sheet with key findings of 2013 report
- detailed data of the report (on CD or printed sheets)
- Director's remarks

Repeat website and Facebook activity as on 2012 Report

2-3 days after release of report, appearance on TV (Studio e Hapur talk show, News 24) of EITI Albania official / MSG representative and 3 panelists to discuss 2012 report; findings, problems, solutions. Ensure civil society representatives are invited to TV show.

May 2015

Two round table discussions in local towns (one for north and one for south).

Repeat Facebook and website activity.

EITI Albania Director interview with weekly economic magazine "Monitor."

June 2015

Print interview with EITI Albania representative (preferably in top daily *Panorama*).

Facebook posts with highlights from the calendar of activities.

Survey 500 respondents to measure success of Strategy.

VI. Terms of Reference for Implementation of EITI Albania Communication Strategy

The company to be selected for the implementation of this Strategy would need to have excellent knowledge of the Albanian media scene (broadcast, print, and online) as well as experience in working with all these different types of media outlets.

It needs to have experience with:

- Organizing media events (broadcast, print, online) as well as media opportunities (TV shows, interviews, press conferences)
- Output of media events (drafting and dissemination of reports, findings, fact sheets, etc.)
- Use of social media (drafting, disseminating, timing of social media posts to ensure widest reach possible)

It needs to be capable of:

- Tailored messaging for the national population and local communities
- Overseeing and coordinating the production, editing, content for all communications material as well as presentations, Q&A, posters, information to local communities

Main requirements:

- Experience in communications, public relations or journalism
- Skilled communications professionals with at least 5 years of relevant work experience - preferably
- Coverage of broad range of communications disciplines including media relations, events, marketing, advertising
- Experience of managing and working closely together with PR agencies
- Strong media relations background
- Very strong writing and editing skills
- Background and experience to apply strategic thinking
- Ability to analyze situations, identify potential communication issues and formulate solutions
- Strong organizational and multitasking skills
- Strong command of Albanian and English languages.