



USAID
FROM THE AMERICAN PEOPLE

ASEAN-U.S. PARTNERSHIP FOR GOOD GOVERNANCE, EQUITABLE AND SUSTAINABLE DEVELOPMENT AND SECURITY (PROGRESS)

USAID-ASEAN COMMUNICATION PLAN

DECEMBER, 2013

This publication was produced for review by the United States Agency for International Development. It was prepared by DAI.

ASEAN-U.S. PARTNERSHIP FOR GOOD GOVERNANCE, EQUITABLE AND SUSTAINABLE DEVELOPMENT AND SECURITY (PROGRESS)

USAID-ASEAN COMMUNICATION PLAN

Program Title:	PROGRESS Communication Plan
Sponsoring Office:	USAID/RDMA
Contracting Officer's Representative:	Dana Stinson
Contract Number:	AID-186-C-13-00005
Contractor:	DAI
DAI Project Number:	1002252

The authors' views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

TABLE OF CONTENT

- I. INTRODUCTION 1
 - A. BACKGROUND
 - B. ROLE
 - C. PURPOSE

- II. COMMUNICATION PLAN 2
 - A. GOAL 2
 - B. OBJECTIVE 2
 - C. DIAGRAM 3
 - D. USAID-ASEAN PROJECTS 4
 - E. INTEGRATOR ROLE 4
 - F. USERS OF INFORMATION 5
 - G. TARGET AUDIENCES 5
 - H. COMMUNICATION BARRIERS 6
 - I. INFORMATION PACKAGING 7
 - J. COMMUNICATION CHANNELS 9
 - K. MONITORING AND EVALUATION 9

- ANNEX I: US-ASEAN DIRECT ACTIVITIES 10

- ANNEX II. DRAFT AGENDA FOR COMMUNICATION MEETING 11

ABBREVIATIONS

ACTI	ASEAN Connectivity through Trade and Investment
AMS	ASEAN Member States
ASEAN	Association of Southeast Asian Nations
ASEC	ASEAN Secretariat
COP	Chief of Party
CPR	Committee of Permanent Representatives (ASEAN)
CSO	Civil Society Organization
DC	District of Columbia
DCOP	Deputy Chief of Party
DOS	Department of State (US)
ME	Monitoring and Evaluation
POCS	ASEAN's Public Outreach and Civil Society Unit
PROGRESS	ASEAN-US Partnership for Good Governance, Equitable and Sustainable Development and Security
SOMRI	Senior Officials Meeting Responsible for Information
SOM-TC	Senior Officials Meeting on Transnational Crime
USAID	United States Agency for International Development
USAID/RDMA	USAID Regional Development Mission for Asia
USAID/W	USAID Washington, D.C.
USASEAN	United States Mission to ASEAN
USG	United States Government

I. INTRODUCTION

A. BACKGROUND

The Association of Southeast Asian Nations (ASEAN) drives region-wide political cohesion and economic integration and facilitates discussion and cooperation among Southeast Asian nations. In recent years, the U.S. has increased engagement with ASEAN. To help strengthen this relationship, the USAID Regional Development Mission for Asia (USAID/RDMA) and USAID/Washington (USAID/W) have designed and awarded several projects to support ASEAN's work in important areas such as governance, science and technology, food security, trade and investment, human and wildlife trafficking, and disaster risk reduction. Regular communication and the dissemination of information among and between U.S. and ASEAN stakeholders is critical if those stakeholders are to understand the progress made by these projects; the impact of those projects in building and sustaining successful strategies, systems and institutions; and the impetus those projects provide to the efforts by ASEAN and its Member States to build a stronger, more prosperous, and more equitable region.

B. ROLE OF ASEAN-U.S. PROGRESS

The new ASEAN-U.S. Partnership for Good Governance, Equitable and Sustainable Development and Security (PROGRESS) will serve as the communication integrator for all ASEAN-related projects managed by USAID. The PROGRESS Communication Specialist, in coordination with the Chief of Party (COP), will work with the other eight projects, and any future direct ASEAN project, managed by USAID to create an effective, focused and integrated communication system and materials highlighting the projects' work and accomplishments with ASEAN. The integrated material will be created in collaboration with and for the use of all partners-particularly USAID/RDMA, the U.S. Mission to ASEAN, the ASEAN Secretariat's Public Outreach and Civil Society (POCS) unit, and the ASEAN Committee of Permanent Representatives (CPR).

C. PURPOSE OF USAID – ASEAN COMMUNICATION PLAN

The USAID-ASEAN Communication Plan operationalizes the integrator role of PROGRESS. It explains how and with whom communication will take place; the type of information that will be collected, synthesized, packaged and disseminated; the front line users of the packaged information and their intended audiences; the communication channels that can be used; and the frequency of communication. It also presents a monitoring and evaluation approach to measure the usefulness and effectiveness of the packaged information and make adjustments as required throughout the life of the project. This role for the PROGRESS project is defined in the contract awarded to DAI to implement the project. The communications requirements for the PROGRESS project itself and its activities will be reflected in the project's annual workplan.

II. COMMUNICATION PLAN

A. COMMUNICATION GOAL

The overarching goal is to publicize USAID’s support for and ASEAN’s progress toward achieving the latter’s mission - "One Vision, One Identity, One Community".

B. COMMUNICATION PLAN OBJECTIVE

The objective of this plan is to transmit-to multiple audiences within the USG and ASEAN-information, messages, facts, and understanding of the progress and impact of U.S. government assistance to ASEAN implemented through USAID technical assistance. The goal of this work is to ensure wider awareness and understanding of U.S. government assistance provided to ASEAN among USG and ASEAN officials, as well as to provide tools for further dissemination of this information through the U.S. government and where appropriate ASEAN communication platforms.

C. USAID-ASEAN COMMUNICATION DIAGRAM

The “ASEAN-U.S. Communications” diagram on the following page depicts the communication/information flow from source to the ultimate target audiences. Read from left to right, the projects in the blue box serve as the sources of information. PROGRESS plays the role of the information integrator, consolidating and disseminating information to the four main users of the information - USAID/RDMA, U.S. Mission to ASEAN, the ASEAN Secretariat, and Committee of Permanent Representatives (CPR) – who in turn use this information to reach their respective target audiences within ASEAN and/or the USG. The flow of information and roles and responsibilities of the different components are described in detail beginning on page 4.

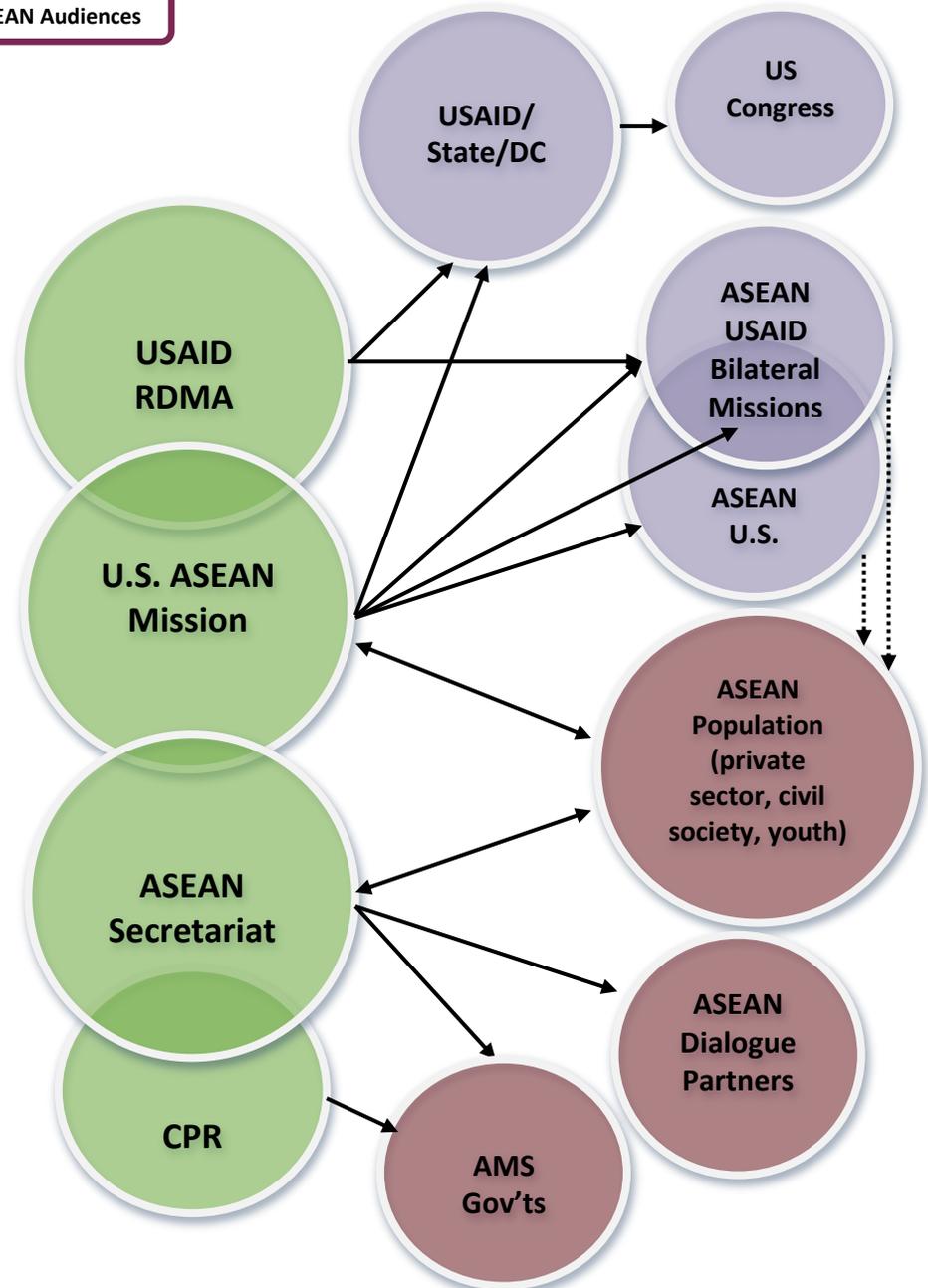
ASEAN-U.S. COMMUNICATIONS DIAGRAM

Communicating USAID Support for ASEAN's "One Vision, One Identity, One Community"



- ACTI
- PROGRESS
- MARKET
- ARREST
- CityLinks
- MTV-EXIT
- ASEAN Youth Volunteers
- LEAF
- ASEAN Increased Mobility

**ASEAN-U.S.
PROGRESS**



D. USAID-MANAGED ASEAN PROJECTS

There are currently (as of December 2013) nine USAID-managed projects working directly with ASEAN institutional counterparts, each with their own contractually-mandated communication products and strategies. This Communication Plan will not replace these projects' individual communication plans, nor will it supersede them. Rather, PROGRESS' role is to be a curator and conduit highlighting the collective progress and impact resulting from this package of USG-funded technical assistance. To do this PROGRESS will create communication products that tell the ASEAN-wide story of USG assistance. This is a challenge in terms of pulling together the data from a set of projects working in disparate technical areas. To address this, PROGRESS will work with USAID and USASEAN to determine broadly applicable themes such as capacity building, institutional strengthening, and improved dialogue with ASEAN-based sectors (e.g. public, private, civil society, academia) as well as cross-cutting issues like gender and narrowing the development gap among ASEAN Member States. Further information about each of the nine projects working with ASEAN and on issues of interest to ASEAN and brief descriptions are included in **Annex I**.

E. IMPLEMENTATION OF INTEGRATOR ROLE

PROGRESS will serve as the communication integrator for all ASEAN-related projects managed by USAID. The PROGRESS COP and Communication Specialist will coordinate closely with USAID/RDMA and the U.S. Mission to ASEAN to ensure alignment with U.S. foreign policy and messaging priorities.

Following an initial desk study of the project information already available through websites, social media, etc., the process for full collection of this information is as follows:

- i. In partnership with USAID/RDMA, PROGRESS will convene a communication group meeting in Bangkok for USAID-ASEAN projects in early 2014 following the COP meeting. Invitees will be the COP and/or communication leads for each of the respective nine projects and the projects' USAID CORs and AORs. The objectives for this meeting area to: a) explain PROGRESS' role as integrator of information, b) review the group's experiences with the use of social media and print materials as tools for reaching our goal and objective, and c) agree on the process and frequency of information collection.
- ii. Prior to the meeting PROGRESS and USAID will consult with the U.S. Mission to ASEAN to identify a set of core messages that capture the goal of U.S. assistance to ASEAN and around which all project information will be consolidated and projected. PROGRESS will also hold a separate meeting with the ASEAN Public Outreach and Civil Society (POCS) unit to gather their experiences and ideas on how to reach target ASEAN audiences.

The proposed agenda for this meeting is included in **Annex II**. Recommendations from these meetings will be used to fine tune the communication products and communication channels presented in this communication plan.

- iii. PROGRESS will develop and distribute any additional templates deemed necessary to collect information. While official USAID templates already exist to collect most of the information, particularly for USG audiences (see purple circles in

Communications Diagram on page 3), the group may need to explore new formats and content to help ASEAN and the U.S. ASEAN mission reach its audiences (see pink circles in Communications Diagram.)

- iv. Projects will be asked to provide highlights such as quantitative outputs regarding the training of individuals, that fit under the messaging themes. PROGRESS would also like to collect information that goes beyond traditional input/output data and provide stories of impact within the thematic priorities such as work trainees have accomplished as a result of their newly acquired knowledge.

The stories for USG audiences will focus on how the projects helped reach the USG priorities and major ASEAN themes and objectives. The stories for the ASEAN audiences particularly the 600 million citizens of the Member States will most likely need to focus on human interest stories and accomplishments that improve coordination among Member States.

F. USERS OF INFORMATION

PROGRESS has identified four main users of the integrated and packaged information. These are identified in the communications diagram (pg. 3) as:

- ✓ USAID/RDMA;
- ✓ U.S. Mission to ASEAN;
- ✓ ASEAN Secretariat, particularly the POCS unit, and;
- ✓ ASEAN Committee of Permanent Representatives

These users can disseminate the packaged information to their target audiences in its original form; integrate the information into existing websites, social media communication, print materials and press releases; and/or incorporate into presentations and speeches. This information will augment the breadth and depth of available, digestible information that can be integrated into the existing communication plans of these individual units within the USG and ASEAN.

G. TARGET AUDIENCES

PROGRESS has identified six target audiences for the four USG and ASEAN users of information (depicted in the purple circles in the diagram on pg. 3). Information will be packaged with these audiences in mind:

- ✓ USAID/State/DC and U.S. Congress
- ✓ ASEAN USAID bilateral missions
- ✓ ASEAN U.S. embassies
- ✓ ASEAN population of member countries
- ✓ ASEAN Dialogue Partners
- ✓ ASEAN Member State (AMS) governments

The first three audiences are USG stakeholders. The information they receive will keep them up-to-date on the value-added of the USAID-managed projects, and will provide them with the opportunity to further disseminate the information received via USAID/RDMA and the U.S. Mission to ASEAN in its original form or adapted to their needs. USAID/State/DC will receive

information they can send Congress, and bilateral missions and embassies will similarly receive information they can share with the local population and government counterparts in their respective countries.

The next three target audiences are ASEAN-based international partners. The population of ASEAN member countries is further categorized into three priority groupings: the private sector, civil society and youth.

- The private sector is a key stakeholder and resource for attaining ASEAN Community Blueprint objectives, particularly a more integrated economic community. Supporting improved engagement and dialogue between the private sector and ASEAN is critical for encouraging more public-private partnerships across the region, regional policymaking informed by the business community and possibly the securing of in-kind support or co-funding for activities.
- Civil society is the foundation for grassroots sustainable movements to achieve political stability and economic growth. Communication should aim to build pride and ownership of an integrated region with similar aspirations and goals such as poverty reduction and transparent national and regional governance.
- USAID's first Policy on Youth in Development, disseminated in 2012, states that youth have a key role in contributing to and benefitting from more stable, democratic and prosperous communities and nations. Likewise, ASEAN and AMS stand to benefit immensely from younger generations that are hopeful, empowered and informed. Communication aims to support this policy and apply it as a regional concept.
- ASEAN Dialogue Partners include major bilateral donors - Japan, the European Union, Australia, Canada, China, India, Japan, New Zealand, South Korea, Russia and the United States. Dialogue partners will receive information that will facilitate collaboration among donors, identify opportunities for leveraging funds and reduce duplication of efforts. AMS governments will receive information directly from their permanent representative to ASEAN.

Again, the communicators with these target audiences will be USAID/RDMA, the U.S. Mission to ASEAN, the ASEAN Secretariat, and the ASEAN CPR, drawing on the communication products provided by PROGRESS.

H. COMMUNICATION BARRIERS

There are three main parts to communication: the source, the message and the receiver. Oftentimes, the source is not credible, the message is poorly transmitted and the receiver reads or hears the message against the backdrop of his or her own preconceptions and biases and thus fails to hear the intended message. Cultural context and language can also impede communication.

Under the PROGRESS workplan, the project will work with the POCS to address communication barriers through the use of innovative activities that improve outreach to their target audiences, messaging, and use of communication channels that take into consideration cultural, gender, generational differences. PROGRESS will incorporate findings from recent surveys conducted by the POCS that provide an understanding of how ASEAN is viewed by people across the region.

I. INFORMATION PACKAGING

PROGRESS will curate, compile and format information collected from the nine USAID-managed projects; it will organize, edit, highlight, and caption to help tell the US-ASEAN story through a series of communication products accessible to the four users. While the main source of information will be the nine projects, for some products, information may also be required from USAID/RDMA, U.S. Mission to ASEAN and ASEAN POCS.

The communication products are outlined in the table on the next page, additional details on each are below.

SUMMARY TWO-PAGER

PROGRESS will develop a document that summarizes basic information and highlights the technical focus of each one of the nine projects managed by USAID's portfolio of assistance to ASEAN.

BULLETIN

PROGRESS will develop a periodic bulletin that focuses on key events, activities or results that synthesize USAID (USG) and ASEAN collaboration. These documents will be produced in a simple format for use by USAID/RDMA and USASEAN to transmit to a USG audience. USAID and USASEAN may choose to transmit the information by email and/or in cable format to help provide context and tell the story of the projects designed to support ASEAN and their contributions to key ASEAN events and achievements.

COUNTRY FACT SHEETS

These country specific one to two-page fact sheets will summarize USAID assistance to ASEAN along the lines of the themes or key areas of intervention the projects are working on. The purpose of these fact sheets is to provide USG and ASEAN audiences in each country with highlights of the activities being carried out in support of ASEAN coordination and the ASEAN Community Blueprints. The layout will follow the standardized format used by USAID but adjusted to reflect State Department and ASEAN partnership. They are intended to provide non-specialists with a straightforward and concise overview of country-by-country progress towards a strengthened ASEAN.

THEMATIC FACT SHEETS

While each project will produce its own technical thematic fact sheets, under the Integrator role, PROGRESS will consolidate information across projects to address select themes or core messages identified by USAID and the US ASEAN Mission.

SUCCESS STORIES/HUMAN INTEREST STORIES

One page highlights of achievements resulting from USG support, these success/human interest stories will emphasize positive outcomes that are important to the ASEAN population audiences such as youth, civil society and the private sector. These stories, which will stem from the nine projects, will be integrated by PROGRESS and used primarily by the the US ASEAN Mission, the ASEAN Secretariat/POCS and the CPR to reach the citizens of the region.

USAID-ASEAN Communication Products

Product	Objective	Channel(s)	Primary User(s)	Secondary User(s)	Final Targeted Audience	Date/Frequency	Source(s)
Summary Two-Pager	Consolidate basic information on the 9 USG managed projects.	Distributed at meetings and events; USAID website	RDMA; US ASEAN Mission	ASEAN Secretariat; CPR	USG	Yearly Update	Nine projects; RDMA
Bulletin	Highlight events or project results, progress on US agreements with ASEAN and ASEAN achievements for USG internal communication	Email and potentially cable format	RDMA; US-ASEAN Mission	n/a	USG	Bi-monthly	Nine projects; RDMA; US ASEAN Mission; POCS; Sector Leads; USG
Country Fact Sheets	Communicate progress of USAID managed projects through country lens.	Distributed at meetings and events, placed at project offices, excerpts shared via bulletin, USAID website.	RDMA; US ASEAN Mission	ASEAN; Secretariat CPR	USG, ASEAN Governments	Semi-annual, or upon request of primary user	Nine projects
Thematic Fact Sheets	Communicate progress towards ASEAN blueprints through thematic lens (e.g. regional security, disaster risk management.)	Distributed at meetings and events. Placed at project offices, excerpts via e-newsletter, USAID website.	RDMA; US ASEAN Mission	ASEAN Secretariat; CPR	USG	Bi-annual Update; or upon request of primary audience	Nine projects
Success/Human Interest Stories	Highlight impact on ASEAN population	ASEAN and USAID websites & social media	US ASEAN Mission; ASEAN Secretariat; CPR	RDMA	ASEAN Population, USG	Regular intervals throughout year	Nine projects; POCS
Photo Database (like Flickr)	Visual Storytelling – Human impact, key events, dialogue	Password-protected database	RDMA; US ASEAN RDMA; US ASEAN	ASEAN	N/A	Set up Q1 2014 & updated regularly	Nine projects

J. COMMUNICATION CHANNELS

Each of the four users will use multiple communication channels to distribute the packaged information. These channels include: hardcopy materials, internet, social media, mobile phones, and a database. The descriptions below summarize how these channels may be used. The channels will be used primarily by the USG and ASEAN audiences depicted in the Communications Diagram.

HARDCOPY

The advantage of printed material is that it can be read multiple times by multiple readers; moreover, some audiences prefer not to be reached electronically. The brochure, country fact sheets and thematic fact sheets fall into this category. These will be distributed at events and will be available at project offices.

INTERNET

The internet, and particularly e-mail, is the most widely used form of communication exchange today. The bulletin and success stories lend themselves nicely to distribution by email. The advantage of email is that the product can be forwarded quickly and inexpensively.

SOCIAL MEDIA APPS AND MOBILE PHONE

While some of the ASEAN Member States rank among the top five Facebook and Twitter users in the world, others have restricted access to social media. Nevertheless, recent trends indicate that even those member states which recently joined the internet community will quickly grow in access. For example, even though Myanmar has the world's smallest internet access rate-with only 1-2% of the population having access-and only 10% mobile penetration, Myanmar's first social networking site was launched four months ago to compete with Facebook and government officials have set a mobile penetration target of 50% by 2015. As ASEAN and the USG disseminate information to Member States, special attention must be given to those Member States that access the internet through mobile devices, ensuring that the format is optimized for mobile phone viewing.

Websites help build communities and, if done correctly, provide useful content to target audiences. USAID and ASEAN's website can become a destination for students and scientists; businesses interested in trade and investment; CSOs interested in partnering with ASEAN; and special interest and thematic groups working in the areas of transparent governance, disaster risk reduction, youth, women and children, food security, and combating human and wildlife trafficking.

K. MONITORING AND EVALUATION

PROGRESS will confer on a regular basis with the PROGRESS COR to ensure that: a) the information PROGRESS is receiving is timely, and the quality and quantity of information allows PROGRESS to complete this task, b) RDMA and the US-ASEAN Mission find the communication products useful, and c) USG and ASEAN partners are more aware of USG activities supporting ASEAN.

ANNEX I: USAID-ASEAN PROJECTS

USAID-ASEAN Projects		
Project	Purpose	ASEAN Partner
ACTI	Accelerate the integration of the ASEAN Economic Community through harmonization of AMS' customs, trading and investment regimes.	ASEAN Economic Community (various)
ARREST – Wildlife Trafficking	Raise awareness and strengthens networks to combat illegal trafficking of wildlife, including capacity building for the ASEAN-WEN. Aims to mainstream wildlife crime into law enforcement.	ASEAN Wildlife Enforcement Network (WEN)
ASEAN Increased Mobility for Skilled Labor	Strengthen AMS governments' efforts to move towards freer flow of skilled labor within the ASEAN Community by 2015.	ASEAN Senior Officials on Labor (ASLOM)
ASEAN-U.S. PROGRESS	Provide technical assistance, training, material, planning, organizational and other resources as needed to support and enhance ASEAN's capacity to advance good governance and regional security and to promote equitable and sustainable human development in the region.	ASEAN Secretariat
ASEAN Youth Volunteers	Encourage knowledge-drive volunteerism and community engagement to promote cross-cultural exchange and forge a sense of regional identity.	ASEAN Senior Officials on Youth (SOM-Y)
CityLinks	Provide municipal officials in developing countries with the resources to bring about sustainable change in urban communities. Current efforts target improved resilience to climate change and improved water and sanitation systems in urban areas.	ASEAN Working Group on Environmentally Sustainable Cities
Lowering Emissions in Asia's Forests (LEAF)	Inform regional dialogue on REDD+ procedures, build capacity of regional bodies to exchange information and standardize policies, and serve as a regional hub of expertise.	ASEAN Regional Knowledge Network for Forestry and Climate Change (ARKN-FCC)
MARKET	Improve food security for ASEAN Member States and promote regional integration through freer movement of food products and commodities.	ASEAN Senior Officials on Agriculture and Forestry (SOM-AMAF)
MTV-End Exploitation and Trafficking (EXIT)	Raise awareness about human trafficking and labor exploitation through a multi-media campaign and promote positive behavior change through engaging youth.	ASEAN Senior Officials on Transnational Crime (SOM-TC)

ANNEX II: USAID-ASEAN PROJECTS COMMUNICATION MEETING DRAFT AGENDA

AGENDA

- a. Introductions
- b. Review of PROGRESS's role as integrator. Present the USAID-ASEAN Communication Diagram
- c. Present the key themes and core messages that capture the goal of U.S. assistance to ASEAN and around which all project information will be consolidated
- d. Based on USAID and the projects' communication experiences thus far, discuss the best communication outreach activities and products to help reach USG and ASEAN target audiences with the key themes and core messages.
- e. Agree to a process for gathering of required information, frequency of collection and additional templates if required.
- f. Discussion of monitoring and evaluation of Communication Plan