Support to the strengthening of police information systems in the broader West Africa region

COMMUNICATION AND VISIBILITY PLAN

A - Objectives
B - Communication Activities
C - Resources

A - Objectives

The below presented communication and visibility plan intends to foster the visibility and raise awareness of this Action as such, as a follow-up to previous phases of the WAPIS Programme (targeting ECOWAS Member States and Mauritania) but also of WAPIS-like activities in Chad, given that the scope of the Programme, being now funded by the EU Trust Fund for Africa, is enlarged to the G5 Sahel Member States.

1. Overall communication objectives

The overall communication objectives are defined as follows:

- Raise awareness of and promote the Action.
- Raise awareness of the European Union’s commitment to enhancing security across the greater West Africa.
- Inform about ongoing activities, results and the impact of the Action.
- Assure the information flow between the involved institutions and concerned law enforcement services in participating countries.

2. Target groups and specific objectives for each target group

<table>
<thead>
<tr>
<th>Target group</th>
<th>Specific objectives</th>
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<tbody>
<tr>
<td>Representatives of law enforcement agencies within participating countries, especially and through: - Heads of law enforcement agencies - Single points of contacts (SPOC) - WAPIS National Committees (WANACO)</td>
<td>- Foster commitment and active participation in the Action - Inform about activities and impact</td>
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<tr>
<td>ECOWAS: - Regional Security Division - West African Police Chiefs Committee (WAPCCO) - CCSS/Ministers</td>
<td>- Guarantee their commitment and active participation in the Programme - Inform about activities and impact</td>
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<tr>
<td>European Union: - Commission &amp; EEAS - EU Delegations - CSDP missions - Member States</td>
<td>- Provide promotional materials to enhance visibility - Inform about activities and impact</td>
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Other initiatives:
- Fontanot group
- Projects on the EU-funded Cocaine Route Programme
- Projects in the participating countries (such as, MIDAS, etc.)

Other entities:
- INTERPOL GA, Heads of NCBs, etc.

General Public

- Maintain contact and information flow to find possible synergies and benefit from best practices
- Inform about activities and impact
- Inform on benefits for their own countries' law enforcement agencies
- Provide basic information about the Programme

B- Communication Activities

3. Main communication activities/events that will take place during the period covered by the communication and visibility plan

- In close coordination with the Contracting Authority and relevant EU Delegations and services, INTERPOL will organize high level meetings with Ministers in charge of security and Heads of law enforcement agencies in G5 Sahel countries (Burkina Faso, Chad, Mali, Mauritania, Niger) in order to foster support for the Action.
- The 2016 WAPCCO Annual General Meeting will be a key opportunity to assess the implementation of the Action and to gather the support of the region's Heads of Police for WAPIS' full implementation. The Ministerial meeting that immediately follows should endorse a recommendation for WAPISfull implementation. This will be an important opportunity to give the Action and the WAPIS System media attention.
- As a side event of the 2016 WAPCCO Annual General Meeting, INTERPOL will organize, in cooperation with ECOWAS and in close coordination with the Contracting Authority and relevant EU Delegations and services, a workshop for the region's Heads of Police to share information on the Action implementation and discuss implementation strategies that would provide the maximum ownership and operationalization of the WAPIS System.
- An ECOWAS Act would be signed by either ECOWAS Heads of State and Government or Ministers. This high-level event will be the opportunity to organize a side event with high-level European Union and INTERPOL officials.
- INTERPOL will organize, in cooperation with beneficiary countries' law enforcement authorities, a so-called INTERPOL Operation "Infra", targeting fugitives from or operating across the region. Besides the standard press releases, this operation will be used to produce a promotional video for the Action. The video will showcase the operationalisation of the WAPIS System by participating countries.

4. Other regular communication tools that will be used during the period covered by the communication and visibility plan

- Website
The backbone of the communication to the general public is provided by INTERPOL's public website. The site contains basic information and gives access to all information material published, such as factsheets and brochures. This information can be found on the following link:
http://www.interpol.int/About-INTERPOL/International-partners/European-Union

Furthermore the press releases and news stories related to the Action (and to previous phases of the WAPIS Programme) are linked to the website. This information can be found at the following link:
WAPIS will soon have its own dedicated page on INTERPOL's public website, which will allow gathering all useful information on one single page and share the (future) URL's name with all involved stakeholders. The mock version of the website will be shared and discussed with the Contracting Authority for its prior approval before it goes live.

In the framework of the EU-funded Cocaine Route Programme and the related CORMS project, further web-based information on previous phases of the WAPIS Programme can be found on the following site:
http://rusi.wpengine.com/projects/wapis/

Furthermore the press releases and news stories related to the Action and to previous phases of the WAPIS Programme are linked to the website. This information can be found on the following link: 
http://www.cocaineroute.eu/flows/

The information on the INTERPOL and CORMS websites will be updated on a regular basis.

- **Social media**
Press releases, videos and news stories related to the Action will be reflected and/or published on INTERPOL's Twitter, YouTube and Facebook accounts as often as possible under the following links:
https://twitter.com/interpol_hq
https://www.youtube.com/user/INTERPOLHQ
https://www.facebook.com/InterpolHQ

- **Print and online publishing**
A factsheet and two brochures (one on the WAPIS Programme and another one on the WAPIS System) were published and printed during the Phase 2 of the WAPIS Programme and will be updated to take into account the larger scope of the Action. The factsheet contains general information on WAPIS in order to give a first overview on the Programme. The brochures provide more detailed information on the strategy and principles of the Programme, as well as on the implementation of the system in participating countries. The draft revised version of the factsheets and brochure shall be submitted to the Contracting Authority for its prior approval.

As mentioned above, these documents are all available on the public INTERPOL website and will be handed to relevant authorities in all beneficiary countries.

Approximately twice a year, a Newsletter will be published and printed out to enable all involved stakeholders to get an update on current activities and achievements in the framework of the Action. The draft version of the newsletters shall be submitted to the Contracting Authority for its prior approval.

A WAPIS Kit will be published in order to provide detailed information on the WAPIS Programme and WAPIS-like activities, including their legal, logistical and technical requirements to relevant authorities within the new participating countries. This kit will also be useful in the upcoming 11\textsuperscript{th} EDF implementation framework.
• **Promotional items**
To support the promotion of the Action in the participating countries and at regional level, promotional items, such as pens, USB keys, plaques, notepads etc. have been produced during Phase 2 of the Programme and will continue to be used and/or produced throughout implementation. Those items shall be mainly handed out to the designated points of contacts for distribution through their WANACO to several law enforcement agencies and/or during events organized by the Action or where the Action is participating. The mock version of these items shall be submitted to the Contracting Authority for its prior approval.
For major events, posters and quickstands will be produced to increase the visibility of the Programme.

5. **Completion of the communication objectives**
The indicators of achievement with regards to the different activities and tools are the following:
- ✓ Number of views of the promotional video
- ✓ Number of organized workshops, meetings and events
- ✓ Attendance in workshops, meetings and events
- ✓ Press releases published
- ✓ Media and social media coverage
- ✓ Number of access to the Action’s website
- ✓ Newsletters produced
- ✓ Number of recipients for the newsletter
- ✓ WAPIS Kits produced

C. **Resources**

6. **Human Resources**
The communication activities will be implemented by the Project Communications Officer in collaboration with the Head of Programme. All communication activities shall be approved by the Head of Programme and Programme Director as well as the Contracting Authority.

7. **Financial resources**
The budget required to implement the communication activities (in absolute figures and as a percentage of the overall budget for the action).

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<thead>
<tr>
<th>WAPIS Visibility budget</th>
<th>Visibility budget</th>
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<tbody>
<tr>
<td>Total amount</td>
<td>Visibility budget</td>
</tr>
<tr>
<td>5,000,000 € (100%)</td>
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