



GUIDEBOOK:

COMMUNICATIONS

Ideas, techniques and templates



Enhanced Integrated Framework

Trade for LDC development



INTRODUCTION

As a valued partner of the Enhanced Integrated Framework (EIF), we have created this Communications Guidebook to complement and optimize the work we are doing together to support trade for development.

We recognize that there are numerous, ongoing and impactful activities related to trade support, in-country economic development and the EIF, and we aim for this guide to facilitate the essential effort of communicating results. Doing so will help to show:

- ***how our work is enhancing institutions***
- ***that new markets and trade opportunities directly impact people***
- ***how trade works to benefit Least Developed Countries (LDCs).***

The information provided is meant to offer simple and easy guidelines for communications – recognizing that time is limited, people are busy and the various and changing channels available to publicize our successes may not be obvious.

We also recognize that there may not be communications professionals in your institution, so have crafted this for those who may not be well versed in promotions, publicity and storytelling. We want to help, and the information provided is in part based on discussions with countries on what assistance they need.

We want to ensure the voices of LDCs on trade are heard, and this guidebook provides guidance on how we can work together to do so.

Thank you for reading and reflecting on this document, and for making communications a part of your institution's EIF-related processes and workflow. And, of course, we hope you find this useful for your communications needs outside of the EIF partnership as well.

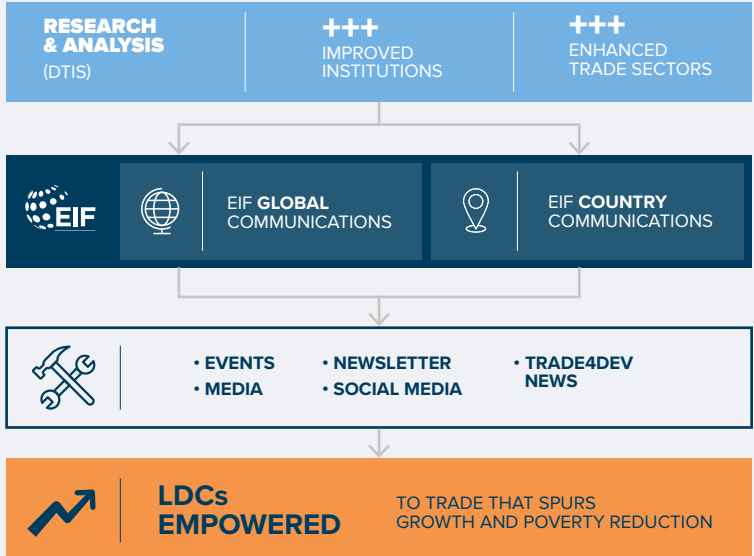
As always, the EIF communications team is available and happy to be of assistance!

EIF COMMUNICATIONS

LDCs and trade, from local to global

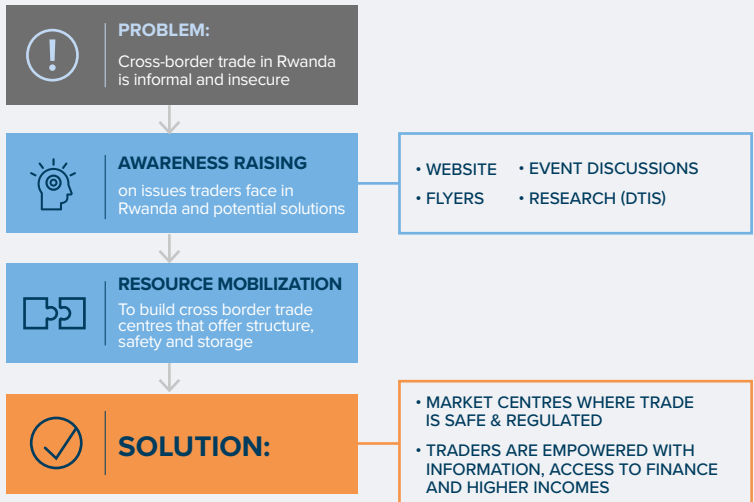
The work we are doing to support trade in LDCs is powerful and transformative, and communicating that work is part of the mandate we all have to work to benefit the world's poorest countries.

Communications leading change



Using communications for impact

EXAMPLE: RWANDA





SECTION 1

Why

Why focus on communications? What is the goal?

The more people know about your country and its trade efforts, the more possibilities there are for even greater impact into the future.

Targeted communications is part and parcel of the influence we all aim to have on trade policy, on development and for livelihoods in LDCs.

EIF's mission depends on communications – if your country's work is the vehicle for trade results, then communicating is the road.

The clearest answer to the question of 'why' is:

LDC voices on trade need to be heard.

People need to know how trade can work to improve people's lives and that LDC governments are seeing success. This elevates your institution's profile and its work, with a range of potential benefits, including:

- ***increasing awareness and support for LDCs from the international trade community***
- ***additional resources from development partners***
- ***greater understanding of LDCs and the trade obstacles they are facing***
- ***fresh attention from private sector investors***
- ***new partners and new opportunities.***

Communicating what is happening during a project or as a trade policy is implemented or how a sector is thriving gives trade experts examples of success, shows funders how investments have paid off, offers opportunities to development professionals, and presents to the public new ways to view trade and poor countries.



Samoa

The Government of Samoa and EIF are working to support the country's coconut sector, and local non-profit Women in Business Development Incorporated (WIBDI) received processing facilities, and have HACCP and organic certification and a buyer in the Body Shop.

✔ What's been done?

▶ A [video](#) produced in 2017 highlighted the various facets of the partnership, explaining the trade situation in the country and various project activities.

🌐 [Story](#) published on Trade for Development News about working with trade in coconuts in Samoa.

📄 WIBDI's Alberta Vitale attended the [2018 Global Forum on Inclusive Trade for LDCs](#) and pitched Samoa's coconut product opportunities to an international audience of trade experts, development professionals and the private sector. WIBDI's products were displayed in the WTO's atrium during the event and attendees could see and touch the items.

▶ What else? What next? And what is doable?

▶ Have local production company that produced the video cut existing footage into short clips focusing on different elements of the partnership and results, i.e. planting of acres of trees, coconut oil exports increasing, etc.

▶ Film a 1-minute interview with Vitale (can be done on a smartphone) to promote on Ministry's Facebook page and other social media, asking her to describe the results WIBDI has seen following EIF support.

📷 Hire local photographer to take photos of trees planted, people at work at research station, coconut processing, and the people directly impacted by the project.





SECTION 2

Who

Who are we aiming to communicate to?

Our target audiences include:

- *government and ministries in Least Developed Countries*
- *funding partners and potential funders (donors)*
- *private sector*
- *trade and development experts*
- *policy makers working on trade, finance, agriculture, forestry and other related sectors*
- *international organizations that work on trade*
- *national development partners*
- *media*
- *general public.*

What you produce will depend on the audience or audiences you prioritize and what kind of information they are interested in hearing. Think about who the people are who need to hear your country's stories.

- ***Are they familiar with the EIF and your trade work? Then consider framing the content around your key results.***
- ***Do they understand the specific trade constraints in your country? If not, considering starting with an explanation of your country's trade situation.***
- ***Are they a potential donor? Explain clearly what you have been doing and the results you have seen.***

Op-Ed

Global Forum on Inclusive Trade for LDCs held at the WTO in June 2018, with hundreds in attendance in person and thousands via remote linkages. The key message and point of action was fostering support for inclusive trade for LDCs.

✓ What's been done?

OPED In conjunction with the Global Forum on Inclusive Trade, an [op-ed](#) was published on the online development platform Devex, co-authored by the former Vice President of The Gambia and WTO Deputy Director General. Devex has a reach of 310,000 readers, largely from the international development community, and the article “Don’t shut trade down, make it truly inclusive” discussed the need to foster inclusive trade in LDCs via the multilateral trading system.

▶ What else? What next? And what is doable?

OPED Promote the message of inclusive trade and link to the op-ed via your institution’s social media networks. Include specific information about how your work is supporting inclusive trade.

OPED Publish an opinion piece authored by one of your country’s top officials that links to a major upcoming event, and international day (International Day of Rural Women, World Environment Day, International Day for the Eradication of Poverty) or if there are discussions in the news related to the work you are doing, and which your work plays a role.





SECTION 3

What

What should we be communicating?

Our work supporting and developing trade opportunities is a long-term process, which means that change can be slow and incremental and for large chunks of time there may be little to report. But when results become clear – that is a key moment when communications should follow.

This can come following project reporting when the numbers are right in front of you.

- ***Have farmer incomes increased?***
- ***Is the government targeting a new sector and seeing change?***
- ***Has a business secured new buyers?***
- ***Have trainings resulted in new certifications?***
- ***Are more people employed by a small business?***
- ***Are trees being planted?***

The answers to these questions are definitely what we should be presenting to people.

But there are other things we can be communicating apart from the numbers results, on the more qualitative side of our work. For example, if you are planning a field visit and will be speaking to beneficiaries, then that is the opportunity to tell high-impact stories about people.


The most important thing is to always make it interesting, but also that you are making the case that trade is working for development and poverty reduction in LDCs.



Malawi


The Government of Malawi and EIF are working together to pilot a farming project and to access new export markets. As a result, farmer incomes and yields increased dramatically, and there was an additional tens of millions of USD in new agriculture exports.

✓ What's been done?


 The National Smallholders Farmers' Association of Malawi did a series of profiles of participating farmers, including photos and information about how their life had changed due to the income increases.

 [Suite of content](#) including short video, feature stories, photos and Q&As presented Government achievements, including focus on the US\$47 million increase in agriculture exports.

▶ What else? What next? And what is doable?

 Continue to promote stories from Malawi, or create your own on your country, on institution's social media networks, pulling key results on exports and farmer income increases.

 Identify business owners working with Malawi Investment and Trade Centre (or your own country's businesses) now benefiting from new export markets, and interview for short video/Q&A/profiles.

 Monitor new figures on your country's agriculture production and exports, and link to Government's trade strategy success.





SECTION 4

Where

Where are the platforms for our stories?

There are many options available for publicizing trade impacts, and what you opt for should be based – and always strategically – on your audience and what you have to say.

Your first target should always be your own institution's platforms and channels, i.e. the ones you or your colleagues control. This could include an official website, your institution's social media channels like Facebook or Twitter, or a newsletter.

- **Institution website:** *Websites can be updated with short summaries as a project evolves. When reporting is complete, put key results on your website's homepage.*
- **Social media:** *Inform the person who manages your social media when you have results to promote or an event. If your institution does not use social media, and the people in your country are active users, consider starting accounts on the popular platforms.*
- **Events:** *Are you or your colleagues attending a local, regional or international event, or is your institution organizing it's own? Identify events that are important to present your trade results and plan accordingly. Contact their communications person.*
- **Local media:** *Have a list of in-country media contacts. Contact them directly and offer interviews with beneficiaries, or invite them along when you go to the field. Or, when applicable, prepare a press release. (See sample press release in Resources.)*
- **Newsletters:** *Does your institution or a related organization send out a regular newsletter? Submit a summary of your work and its impacts.*
- **Print:** *Flyers and brochures are a good way to get information into the right people's hands, but take time to produce. Make sure what you are putting into a flyer isn't something that might soon change. Always refer to [EIF Branding and Acknowledgement Guidelines](#) for use of logos and boilerplate text. (See guidelines and logos in Resources.)*

Along with determining what platforms to deploy and having defined your communications objectives, it is important to develop specific goals for these channels, meaning, indicators that you can monitor and use to understand your reach.

EIF is always prepared to amplify your content through its platforms. These include:



[Trade for Development News](#): Impact stories, human interest stories, Q&As and more from countries. Publishes approximately one to three stories a week.



[EIF website](#): Hosts content from above, also research and publications, flyers and event information.



[EIF Twitter account](#): Tag @EIF4LDCS and use #trade4dev in your posts.



[EIF Facebook account](#): Tag @EIF4LDCS and use #trade4dev in your posts.



[EIF LinkedIn account](#): Our Geneva-based and trade audiences are active on LinkedIn. Tag EIF's LinkedIn account to share content with us.



[EIF Instagram account](#): Do you have a skilled photographer on your team? Send us photos to share on our up-and-coming channel.



[EIF Exposure account](#): Get your photo essay published here and show us what your country looks like and what trade action is happening there.



[EIF Flickr](#): Send us your photos from the field, production in action, packaged items on store shelves, or whatever trade action is happening in your country.



[EIF YouTube](#): EIF's YouTube channel hosts all videos produced by the team in Geneva as well as those produced by countries.



[EIF monthly newsletter](#): Submit something short so we can highlight your efforts in [one of our monthly newsletters](#). Ensure key people at your institution are subscribed. Do you have an upcoming event you want promoted?

ON MEDIA RELATIONS

One of the fastest ways to build awareness among a large audience is through press coverage. Media helps to shape public opinion, so the right coverage in the right media could lead to improved understanding of how trade can work to empower for development and generate greater support.

- **Keep a list of local media contacts** (radio, television, print, web) and stay up-to-date on their audiences.)
- **Selectively pitch stories of impact.** They should be interesting, newsworthy and appropriate for the medium. Don't overwhelm your press contacts with messages or information.
- **Avoid jargon when speaking to the press.** Don't refer to Tier 1 and Tier 2 projects.
- If there is major trade breakthrough in your work, **consider writing a press release** to send to your media list. (See press release template in Resources.)
- **Invite media on a site visit to show off your work on the ground.** Plan to have project beneficiaries there who can give interviews.



Zambia

The Government of Zambia and EIF are working to improve the supply side of the honey sector in the country by supporting rural beekeepers and constructing centres for proper storage and sales. In conjunction, ITC is working on the marketing end with processors and exports.

✓ What's been done?



Two stories published on honey in Zambia, and ITC produced a video from the field.



ITC organized a site visit with local media that featured interviews with the Kabule Women's Group, a honey collective that EIF helped to found.



EIF Coordinator Simon Hess took photos, which were used in ITC's Trade Forum and available on EIF's Flickr site.



What else? What next? And what is doable?



As the honey support concluded two years ago, tell the story of the project beneficiaries two years later. Revisit some beekeepers, take photos and get their stories. This shows that EIF trade sector support projects are sustainable – a key message to send to our partners and the trade community.



With recent launch of SheTrades in the country and the honey work informing that effort, keep telling the success story of honey in Zambia and how it directly impacts women.





SECTION 5

How

How do we put a great story together?

Once the audience (the who), the content (the what) and the platform/s (the where) have been determined, the next step is the creative part of putting a story together.

That narrative – in the many forms it could take – will depend on whether you want to

talk about impacts, tell a human interest story, explain what you are doing on the ground with trade or promoting an event and its discussions. Stick to clear, concise language.

Images amplify the message. Consider hiring a professional photographer to accompany you to the field, and use those photos.

PRESENTING RESULTS

*Options include **feature stories, social media posts, newsletter items, press release.***

Communicating results is an essential part of working with the EIF, and comes after years of effort and dedication by many on trade policy and support, so don't neglect this important element of the partnership.

Always frame these stories as tackling an issue and solving it. This means answering these questions:

- **Problem:** *What was it that needed to be addressed?*
- **Action:** *What exactly was done?*
- **Results:** *What was the result achieved that helped to resolve the problem.*

Focus on one or two key impacts, you do not need to and shouldn't include every result. Leave the audience with one or two memorable takeaways and don't overwhelm them with numbers. For written stories, include interesting details like what the location looks like and what materials are being used. Try to describe the scene.

Explain clearly what the project did as it relates to the result. Describe the project's goal and explain its activities, but there is no need to include reference to every single intervention.

Include quotes from your key beneficiaries, including someone who can speak for the government's work. Make sure these quotes

talk about action and results, and avoid as much as possible reference to what will happen in the future.

Avoid jargon, project-focused language and acronyms, and encourage your interviewees to do the same. For example, audiences may not be familiar with “Tier 1”, “Tier 2”, “trade mainstreaming”, “value chain” or “DTIS”.

For written stories, keep the number of words under 900 (*see Trade for Development Guidelines in Resources*). For videos, the shorter the better so keep to two minutes or under.

If there are impressive impacts to show, outreach to media via a press release.



HUMAN INTEREST

Options include **Q&As, short videos, profile stories, social media posts, photo stories.**

Identify a person who will tell a compelling story. These pieces should always include photos of the individual, ideally at their place of work or at their home and with their family. Sample questions to ask include:

- Name, age, occupation

- *What is your relationship to the project/activity and for how long?*
- *How have you benefitted? Make sure you get specific answers to this question, meaning how much has your income increased? How has this training changed your work? How many more crops are you harvesting now? What are you doing with your extra income?*
- *What are your hopes for the future?*



EVENT-RELATED

Options include **event coverage stories, quote cards, short videos, social media posts.**

Short event coverage stories can be published on *Trade for Development News*.

Quote cards are a template designed to highlight a pertinent and impactful quote from a government representative, expert or beneficiary. The selected quote should be 50 words or less. (*See template in Resources.*)



SOCIAL MEDIA

Use pictures of people, places, or key data points along with your posts as much as possible.

Use one key impact figure.

Connect with EIF social media channels, either by tagging EIF or submitting content to be shared by EIF.

Remember to include reference to Government, EIF and any implementing partners in the text of stories or end credits of a video.

Consult EIF Branding Guidelines (*see Resources*). Continued proper use of EIF’s brand ensures that our partners and audiences see EIF as recognizable, trustworthy and effective

The background of the entire page is a photograph of a sunset over a body of water. The sun is low on the horizon, creating a warm, golden glow. In the lower-left foreground, the silhouette of a person is visible, standing in the water next to a small boat. The water reflects the light from the sun, creating ripples and a shimmering effect.

CAPTURING B-ROLL

EIF social media communications products often involve the production of video clips. Consider taking video – even from a smartphone – in a landscape orientation during field visits to sites where work is happening, such as: agricultural fields, industrial processing centers, airport cargo complexes or storefronts. These videos can be clipped together with text to construct a story for social media.





GETTING GOOD IMAGES

- *If possible, always use a professional photographer*
- *Get photos in both portrait and landscape orientation*
- *Avoid images of groups of posed people*
- *Get close-ups of details such as agricultural products, bottling, packaged items, store shelves.*
- *For shots of people, get individuals and individuals at work.*
- *Always record information about the photograph. Who is in it? Where and when was it taken? What is happening?*





The Government of Mali and EIF are working together to support the country's gum arabic sector, which includes some of the country's poorest citizens.

✓ *What's been done?*

-  Created [EIF in Mali](#) website with information about ongoing work.
-  Produced various print publications on gum arabic geared to different audiences.
-  Produced videos on gum arabic that were broadcast on local television.
-  Published [story on gum arabic](#) results linked to UNCTAD report release.

▶ *What else? What next? And what is doable?*

-  Update website with impact story on homepage.
-  Project has plans to plant trees as part of Great Green Wall of Africa. Hire photographer to document tree planting, and write story with focus on trade and environmental protection.





SECTION 6

When

When is the best time to publicize results, tell stories, talk trade impacts?

EIF's partnerships with countries continue over many years, with stepping stones along the way, as you know, of meetings, interviews, studies, projects, launches, field visits, reporting, etc. But certain stages make for interesting and impactful communications – and awareness of those important moments is a key.


- ***Is your country's DTIS or DTIS Update being released?***
- ***Is there an event coming up?***
- ***Have you completed project reporting?***
- ***Are you going to the field?***
- ***Is a market being launched?***





Vanuatu

Following destruction from Cyclone Pam, Vanuatu launches new seafront in 2017 with support from EIF and the Government of New Zealand. The seafront is an example of coordinated disaster recovery, expanded tourism support, resource leveraging and positive impact on women.


✓ What's been done?


 With its Ministry partner, EIF did interviews in conjunction with the launch to produce a [short film](#) highlighting one seafront trader's story as well as features about Vanuatu's tourism industry and the importance of good infrastructure.

 The video was shown during a panel discussion for International Women's Day at the WTO, as well as presentations at other global events.

 Local media coverage of the launch was comprehensive, and, just recently, *Foreground*, an Australian architecture platform, published [a piece on the seafront](#), demonstrating that good media coverage is part of an awareness-raising process and not necessarily immediate.

▶ What else? What next? And what is doable?

 Revisit seafront trader and talk to her about how her life has changed. Take photos and record her interview. Consider profiling a successful woman in your own country.

 Look into how the tourism industry has improved. Have any figures been released documenting tourism recovery?



ACHIEVING COMMUNICATIONS GOALS

So you've told a trade story or made a short Q&A video or promoted an event. But did this help you achieve your goals?

One vital way to understand this is to identify ahead of time what you hope to accomplish.

- *Is it getting a flyer into the hands of key ministers?*
- *Is it that your Facebook post was shared a certain amount of times?*
- *Is it that 100 people attended your event?*
- *Is it that an article referencing your trade results was published in the leading national newspaper?*

Your goals should be reasonable, and trying things out, testing and evaluating is part of the process.

Focus on **specific**, **measurable** and **achievable** goals.

- *Know your goal*
- *Establish your starting point or baseline*
- *Don't be afraid to try something new or test something out*
- *If something doesn't work, recognize it and move on*
- *Be creative*
- *Adapt accordingly*



CHECKLISTS

Communications involves strategic decisions based on the specific context, and your effort does not have to cover every communications channel and platform and audience every time.

The checklists below cover some of the range of options at your disposal – for you to choose from, selectively disregard and add to.

The best, most effective communications has the **right messages** to the **right audiences** at the **right times** for **maximum impact**.

A few key moments for communications:

- ***DTIS/DTISU publication***
- ***field visit***
- ***event***
- ***project results confirmed***
- ***beneficiary visit***
- ***figures released on country's exports***

With a thorough communications strategy, you will:

- ***Identify and prioritize your audiences***
- ***Know your goals for communicating with each audience***
- ***Define what you wish to convey***
- ***Determine what channels to use***
- ***Evaluate your activities***

GENERAL COMMUNICATIONS OPTIONS & THINGS TO REMEMBER

- Your institution's website
- Institution's social media
- EIF social media channels
- Photography
- Trade for Development News (see Resources)
- EIF newsletter
- Correct EIF logo/branding
- Potential local media coverage



IMPACT STORY

- Know the results you want to highlight
- Prepare questions for interviewees to elicit answers about impact
- Explain exactly what the project did
- Reference to partners involved



HUMAN INTEREST

- Prepare questions to elicit answers about impact
- Record (audio or video)
- Photograph the subject
- Edit for best quotes that highlight results



EVENT-RELATED

- Identify your objective for organizing/attending the event
- Know the approximate number of attendees
- Prepare print items to distribute
- Correct EIF logo/branding (*see Resources*)
- Send information to ES to include in newsletter
- Produce quote card from key actor to promote on social media ahead of event
- Use EIF PowerPoint (*see Resources*)
- Post information on institution website
- Post on social media ahead of event
- Post on social media following event on key outcomes, important discussions



SOCIAL MEDIA



Facebook

- Tag @EIF4LDCs
- Photo



Twitter

- Tag @EIF4LDCs
- Use hashtag #trade4dev
- Photo



LinkedIn

- Photo



RESOURCES

The following electronic resources are included with this document to help you get started with your communications

- EIF PowerPoint
- Quote card template
- Animated EIF logo for opening/closing of video
- EIF Branding and Acknowledgement Guidelines
- Trade for Development News story development guidelines
- Press release template
- EIF Social Media Best Practices



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The Enhanced Integrated Framework brings together partners and resources to support the Least Developed Countries in using trade for poverty reduction, inclusive growth and sustainable development.

EIF Partner Agencies

International Monetary Fund (IMF)

United Nations Development Programme (UNDP)

United Nations Industrial Development Organization (UNIDO)

International Trade Centre (ITC)

World Bank Group

United Nations Conference on Trade and Development (UNCTAD)

World Trade Organization (WTO)

World Tourism Organization (UNWTO)

EIF Trust Fund Manager

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