

West Africa Police Information System Programme

(WAPIS 3)

COMMUNICATION AND VISIBILITY PLAN

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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).

1. Overall communication objectives

The overall communication objectives are defined as follows:

- Raise awareness of the European Union's financial support and commitment to enhancing security across the greater West Africa.
- Raise awareness and promote the Action.
- Inform about ongoing activities, results and the impact of the Action.

2. Target groups and specific objectives for each target group

Target group	Specific objectives	Main messages
Representatives of law enforcement agencies within participating countries, especially and through: <ul style="list-style-type: none"> - Heads of law enforcement agencies - Single points of contacts (SPOC) - Members of WAPIS National Committees (WANACO) 	Foster commitment and active participation in the Action Inform about activities and impact Raise awareness of the European Union's financial support and commitment	The European Union is a key player in the security situation in West Africa. The European Union, concerned about the rise of terrorism and transnational crime, has funded the implementation of WAPIS to solve these issues. The WAPIS program is a project that belongs to you and will improve your daily work by providing you with a powerful tool to fight against transnational crime and terrorism
ECOWAS: <ul style="list-style-type: none"> - Regional Security Division - West African Police Chiefs Committee (WAPCCO) - CCSS/Ministers 	Guarantee their commitment and active participation in the Programme Inform about activities and impact Raise awareness of the European	The European Union is a key player in the security situation in West Africa. The European Union, concerned about the rise of

	Union's financial support and commitment	terrorism and transnational crime, has funded the implementation of WAPIS to solve these issues. The WAPIS program is a project that belongs to you and will improve your daily work by providing you with a powerful tool to fight against transnational crime and terrorism.
European Union: <ul style="list-style-type: none"> - Commission & EEAS - EU Delegations - CSDP missions - Member States 	Provide the EU with promotional, information and audio visual materials to enhance visibility and promote the Programme its activities and achievements.	The European Union is a key player in the security situation in West Africa. The European Union, concerned about the rise of terrorism and transnational crime, has funded the implementation of WAPIS to solve these issues.
Other initiatives: <ul style="list-style-type: none"> - Fontanot group - Projects on the EU-funded Cocaine Route Programme - Projects in the participating countries (such as MIDAS, etc.) 	Maintain contact and information flow to find possible synergies and benefit from best practices Inform about activities and impact	The WAPIS program is an important project that will improve the West Africa security environment.
Other entities: <ul style="list-style-type: none"> - INTERPOL GA, Heads of NCBs, G5 Sahel Permanent Secretariat etc. 	Inform on benefits for their own countries' law enforcement agencies	The WAPIS program is an important project that will improve the West Africa security environment.
General Public in Africa and Europe, media	Provide basic information about the Programme Raise awareness of the European Union's financial support and commitment Inform about ongoing activities, results and the impact of the Action.	The European Union is a key player in the security situation in West Africa. The European Union, concerned about the rise of terrorism and transnational crime, has funded the implementation of WAPIS to solve these issues. The WAPIS program is a project that will improve your security by providing you with a powerful tool to fight against transnational crime and terrorism

B- Communication Activities**- Visibility material****o Quickstands**

To increase the visual visibility of the Programme during events and ceremonies, two quickstands will be distributed per each beneficiary country. In year 1, 17 quickstands will be produced and distributed in the countries.

- Information material**o Newsletter**

Approximately four times 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. The newsletter will be distributed through email to the distribution lists created. 3000 Hard copies will be produced during year 1 and distributed during meetings, workshops and awareness campaigns to our stakeholders.

o Brochures

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 has been updated during the Phase 3 EDF to take into account the larger scope of the Action. 4250 hard copies will be produced during year 1 and distributed during meetings, workshops and awareness campaigns to our stakeholders.

o Factsheet

The factsheet contains general information on WAPIS in order to give a first overview on the Programme. The document is being finalized and will be available for distribution in December 2019. 4250 hard copies will be produced during year 1 and distributed during meetings, workshops and awareness campaigns to our stakeholders.

- Audio-visual material**o Videos**

With the support of an external partner, the WAPIS Programme will produce a promotional film that will be broadcasted in the beneficiary countries in order to:

- a. Briefly explain the phases and components of the WAPIS Programme
- b. Understand the role of each stakeholder (Interpol, EU, ECOWAS)
- c. Showcase the use of a WAPIS System
- d. Showcase success stories of the WAPIS Programme
- e. Shed light on the impact of a WAPIS system on the general public lives.

This short video (2 minutes max.) will be broadcasted through the EU and INTERPOL Website and YouTube Page as well as during meetings, workshops and awareness campaigns to our stakeholders. In addition to this video, at least 3 short videos per year will be produced to showcase WAPIS activities and showcase the impact of the EU funding on people's lives.

o Photos

Photographs will be taken to show actions, people, and achievements and will be used to illustrate the results and effects of the action. At least 15-20 pictures will be taken during year 1 and will be shared with the European Union delegation.

- Press

- **Press conference / press releases**

Press releases will be diffused in order to highlight key activities from the Programme. It will be used to underline the launching or the end of the Programme but also to the MoU Signature or the Data Collection and Registration Inauguration. In year 1, 2 Press releases will be published.

- **Press visits**

In order to sensitize the local press, key activities in the beneficiary countries will be followed by a press visit. In year one, approximatively, 6 press visits will take place in the beneficiary countries.

- **Digital communication**

- **Website**

The main support of communication for 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: <https://www.interpol.int/How-we-work/Capacity-building/WAPIS-Programme>.

The information on the INTERPOL website will be updated on a regular basis.

The EU websites will be used as the main communication channel in order to ensure the visibility of the EU and the visibility of the results and progress of actions. The WAPIS Programme will be focused on producing or delivering relevant content for the EU platforms.

- **Social media**

Social Media and notably the INTERPOL twitter and Facebook account will be used to reach and engage a broad audience quickly, and to strengthen the reach of our messages and communication. The WAPIS Programme will make sure:

On twitter, identify the following accounts for more visibility:

@europeaid, @koendoens, @sandraKramerEU, @EU_Commission

On Facebook, identify the following accounts for more visibility:

@europeaid, @EuropeanCommission,

At least 24 posts will be made per year on social media to strengthen the communication with the general public.

https://twitter.com/interpol_hq

<https://www.youtube.com/user/INTERPOLHQ>

<https://www.facebook.com/InterpolHQ>

Main communication events that will take place during the Year 1 of the communication and visibility plan

- In collaboration with each of the countries concerned, an official inauguration event of the DACORE (Data Collection and Registration Center) will be organised. Each inauguration will take place in the presence of each country's Minister of the Interior, along with law enforcement officials, and EU, ECOWAS and INTERPOL representatives. A cover by local media will be sought.

- INTERPOL will organise, within each participating country, in cooperation with beneficiary countries' authorities, briefing events on WAPIS Programme for law enforcement officers or executives, in order for them to have knowledge of WAPIS Programme and to get information on objectives, activities and status of progress.
- INTERPOL will organise, within each participating country, in cooperation with beneficiary countries' authorities, whenever deemed necessary and at least one per year, press visits/conferences on WAPIS Programme for local journalists, in order for them to have knowledge of WAPIS Programme and to get information on objectives, activities and status of progress.

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 videos
- ✓ 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 Country Kits produced

C- Resources

Human Resources

The communication activities will be implemented by the Programme Communication, Publications and Events Officer in collaboration with the Head of Programme. All communication activities shall be approved by the Head of Programme as well as the Contracting Authority.

Financial resources

The budget required to implement the communication activities (in absolute figures and as a percentage of the overall budget for the action):

WAPIS Visibility budget	
Total amount	Visibility budget
28.000.000 € (100%)	

