**Public Communication and Visibility Plan**

|  |  |
| --- | --- |
| **Project Title** |  |
| **Project Proponent and Implementing Agency** |  |
| **Please provide the Proponent and Implementing Agency’s official website link.**  |  |
| **If any, please provide the Proponent and Implementing Agency's social media channel link.** |  |

Please complete the matrix below with the proposed project’s public communication and visibility activities planned through project implementation. As per the project activities and outputs, the plan describes the type of communication tools and channels to be used to increase the project's visibility, along with the specific frequency and timeline of the communication activities.

Please refer to the *Recommended List of Public Communication and Visibility Tools and Channels* on page 5. If there are specific and alternative communication and visibility suggestions that will benefit your project, please indicate and add them to your plan.

Please note that all key materials and documentation produced by the project activities (photos, videos and printed and/or online technical outputs such as training materials, publications, and website, etc.) must comply with the [AKCF Brand and Visibility Guideline](https://www.aseanrokfund.com/resources/akcf-brand-and-visibility-guideline).

**Public Communication and Visibility Activity Matrix**

|  |
| --- |
| **Overall Objective (Impact)** *Please state the project’s overall objective as described in the project proposal.*  |
| **Project Output***Please state the project’s output as described in the project proposal.*  | **Project’s Main Activities***Please state the project’s main activities as described in the project proposal.* | **Public Communication and Visibility Tools and Channels***Please list and describe how to promote and inform of the project activities and outputs by referring to the recommended list of tools\* below.*  | **Frequency/Timeline of Public Communication and Visibility Activities** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**Recommended List of Public Communication and Visibility Tools and Channels**

NOTE: Please add or remove tools as applicable to your project activities.

|  |  |
| --- | --- |
| **Tool** | **Objectives** |
| **Kick-Off (Launching) Ceremony**  | * To announce the project's inception and invite stakeholders to engage and cooperate for the project implementation
* To raise awareness of the project, activities plan and ASEAN-Korea Cooperation Fund (and/or Government of Korea)’s support to the project
 |
| **Press Releases** | * To inform the project, activities, progress and achievements
 |
| **Media Interviews** | * To present the project, progress and achievements
 |
| **Success Stories (Result-based impacts using storytelling)**  | * To highlight the project’s successes and milestones
* To inform all stakeholders of the project’s positive impacts
* To raise visibility that the ASEAN-Korea Cooperation Fund (and/or Government of Korea)’s financial to the project
 |
| **Beneficiary Testimonials (in narrative quotes, videos, etc.)**  | * To highlight the project’s impact and achievements
* To raise awareness about active participation
* To encourage the beneficiaries' continuous commitment and dedication to the project participation
* To raise visibility that the ASEAN-Korea Cooperation Fund (and/or Government of Korea)’s support to the project
 |
| **Photographs** | * To document project activities, successes, achievements, and milestones
 |
|  **Videos** | * To promote the project, activities, progress and achievements
* To promote the ASEAN-Korea Cooperation Fund (and/or Government of Korea)’s support to the project
 |
| **Banners, Backdrops, etc.**  | * To inform the project, activities and the ASEAN-Korea Cooperation Fund (and/or Government of Korea)’s support to the project
* To ensure the presence and visibility of all stakeholders
 |
| **Brochures, Leaflets, Publications, etc.**  | * To promote the project, activities, progress and achievements
* To publish the project outputs
 |
| **Social Media**  | * To provide updates on the project and activities
* To upload the project’s impacts and success stories (testimonials)
 |
| **Website, Newsletter, etc.**  | * To inform on the project, activities, progress and achievements (success stories) to reach a wider audience
 |