



# **Communication and Visibility Plan**

## **PacWaste Project (Pacific Hazardous Waste) 2013 - 2017**

## Introduction

Poor waste management is a major threat to sustainable development in Pacific Island Countries and Territories (PICTs) as it has negative impacts on the region's environment, as well as on public health, water resources quality, fisheries, agriculture, tourism and quality of life in general. Significant progress is underway to improve regional solid waste management, but hazardous waste such as asbestos, healthcare waste and E-waste (end of life electrical and electronic equipment) remains essentially unmanaged in the region.

The PacWaste (Pacific Hazardous Waste Management) Project is a €7.85 million project funded by the European Union (EU) and implemented by the Secretariat of the Pacific Regional Environment Programme (SPREP) that will help improve management of hazardous waste in the region. The PacWaste programme will run across the Pacific region over four years (2013 - 2017) and will also include interventions in Timor-Leste. Participating countries will be initially part of a regional baseline survey which will inform the type of future interventions and training implemented in each country. These region wide interventions will showcase best practice hazardous waste management, and strengthen information sharing through regional workshops. A network of private and public sector waste recyclers will also be established to foster future collaboration within the Pacific.

## Project Objectives

Over the next four years, PacWaste will aim to:

- contribute to building a healthy, economically and environmentally sustainable Pacific for future generations; and
- support Pacific island countries' efforts to adopt cost-effective and self-sustaining priority waste management systems by focusing on the three priority hazardous waste streams (asbestos, healthcare waste and E-waste) which are not currently funded by other programmes.

These objectives are in line with the *Pacific Regional Solid Waste Management Strategy 2010-2015* and the following regional hazardous waste strategies:

- *An Asbestos Free Pacific: A Regional Strategy and Action Plan 2011*
- *Pacific E-waste: A Regional Strategy and Action Plan 2012*
- *Pacific Healthcare Waste: A Regional Strategy and Action Plan 2013-2015 (draft)*

## Participating countries

	HEALTHCARE WASTE	E-WASTE	ASBESTOS	ATOLL WASTE MANAGEMENT
Cook Islands	✓	✓	✓	
Federated States of Micronesia	✓		✓	
Fiji	✓	✓	✓	
Kiribati	✓	✓	✓	
Marshall Islands	✓	✓	✓	✓ Majuro
Nauru	✓		✓	
Niue	✓		✓	
Palau	✓	✓	✓	
Papua New Guinea	✓			
Samoa	✓	✓	✓	
Solomon Islands	✓	✓	✓	
Timor-Leste	✓			
Tonga	✓	✓	✓	
Tuvalu	✓		✓	
Vanuatu	✓	✓	✓	

## Logo

The PacWaste logo is comprised of three logo elements - the PacWaste logo, the SPREP logo (implementing organisation) and the European Union logo (funding organisation).



## Target Audience

<i>Political leaders:</i>	Government leaders in a position to influence decision making and support development or amendment of policy and regulation
<i>Environment sector:</i>	Government organisations mandated to manage solid and hazardous waste to protect the environment on a national and local level
<i>Health sector:</i>	Government organisations mandated to protect public health and address public health issues
<i>Infrastructure sector:</i>	Government organisations mandated to provide safe and environmentally sound infrastructure to the public
<i>Border security</i>	Customs officers managing incoming goods and marine port personnel
<i>Private sector:</i>	Commercial and industrial enterprises including; importers, exporters, building and construction industry, waste management contractors, transportation companies (air, sea, land), national suppliers and international manufacturers and waste recyclers
<i>Hospital staff:</i>	Clinical and non-clinical staff working in hospitals and healthcare facilities involved in the generation and segregation of healthcare waste and treatment/disposal of waste (e.g. incinerator operators)
<i>Media:</i>	Responsible for disseminating information to the public and raising awareness on hazardous waste, public health and environment issues
<i>General public:</i>	Members of the community purchasing and disposing electronic items and being potentially exposed to asbestos
<i>PacWaste Focal Points:</i>	Government nominated representatives from each participating to facilitate implementation of the project and its communication objectives
<i>PacWaste Steering Committee:</i>	Comprised of the SPREP PacWaste project team, RAO (PIFs) representative participating country focal points and representative of the European Union
<i>Multilateral Organizations:</i>	Secretariat of the Pacific Community, University of the South Pacific, Forum Fisheries Association, World Health Organization, UNESCO, UNDP, Pacific Islands Maritime Association (PacMA), Maritime Transport Alliance (MTA).
<i>Bilateral Organizations:</i>	Agence Française de Développement, Japan International Cooperation Agency, Australian Agency for International Development, New Zealand Aid Programme World Bank.
<i>Atoll communities</i>	Members of communities with specific waste management requirements and obligations

## Communication Objectives

### Visibility

- To increase awareness of the PacWaste project among national stakeholders (15 Pacific APC countries) and at a regional level across government and non-government organisations, businesses, waste managers, health and medical services, customs and marine ports.
- To track the progress and impact of the project through illustrating changes from the baseline status, and highlighting activities and progress over the duration of the project, and documenting the final results of the project.
- To increase the visibility of SPREP and the EU through clear branding and logo placement in accordance with SPREP guidelines and the EU visibility and transparency requirements in Attachment 1.

### Outreach and Awareness Raising

- To develop understanding and awareness of the hazards of exposure to the three priority waste streams (healthcare waste, asbestos and E-waste) as well as increasing understanding of public involvement in integrated atoll solid waste management practices in target audiences.

## PacWaste Key Result Areas

Communication activities under this plan will relate to the four key result areas of the PacWaste programme:

- Result Area 1:** Assessment and prioritisation of Pacific hazardous waste status and management options.
- Result Area 2:** Implementation of best available practices in priority hazardous waste management in demonstration countries
- Result Area 3:** Enhanced capacity and appropriate policies and regulatory frameworks in place to mitigate and better manage hazardous waste streams achieved in Pacific island countries
- Result Area 4:** Improved regional collaboration and information exchange on hazardous waste management practices

Through an integrated in-country approach, these result areas will contribute to:

- the cost-effective management of asbestos waste;
- the sustainable management of healthcare waste;
- the sustainable management of E-waste; and
- the integrated solid waste management on an atoll.

Within each hazardous waste area, specific communication activities will be developed and implemented to support achievement of the following results:

### **1.3.1 Asbestos**

- Installation of a best-practice storage facility in demonstration countries (Result Area 2)
- Targeted activities to raise awareness of the human hazards of asbestos exposure and of poor disposal practices and the asbestos management methods available to Pacific Islanders (Result Area 3)
- National co-ordination committees coordinate best-practice asbestos waste interventions (Result Area 3)
- Case studies, ongoing training, awareness activities and twinning-like arrangements to increase greater sharing of information (Result Area 4)

### **1.3.2 Healthcare Waste**

- Institutionalisation of best-practice healthcare waste handling, transportation and disposal in demonstration hospitals (Result Area 2)
- Targeted activities to raise awareness of the hazards (including bio-hazards) of poor disposal practices related to discarded medical waste and the sustainable solutions available for Pacific health care and waste disposal workers as well as the wider community (Result Area 3)
- National co-ordination committees coordinate best-practice health care waste interventions (Result Area 3)
- Case studies, ongoing training, awareness activities and twinning-like arrangements to increase greater sharing of information (Result Area 4)

### **1.3.3 E-Waste**

- Collection, dismantling and aggregation, storage and export using best-practice methods in demonstration countries (Result Area 2)
- Target media activities to raise awareness of the hazards of poor disposal of E-waste and the sustainable solutions available for Pacific E-waste management for government, business and the wider community (Result Area 3)
- National co-ordination committees coordinate best-practice E-waste interventions (Result Area 3)
- Case studies, ongoing training, awareness activities and twinning-like arrangements to increase greater sharing of information (Result Area 4)

## Visibility and Outreach Plan

Result Area	Activity	Cost/Budget (\$US)	Budget Source <sup>^</sup>	Year 1 2013 to 2014	Year 2 2014 to 2015	Year 3 2015 to 2016	Year 4 2016 to 2017	Indicators
<b>Visibility</b>								
N/a	PacWaste Logo Development	1000	EU VIS	1000				Logo developed in accordance with SPREP & EU guidelines and featuring on project publications
3	PacWaste Project Promotional fact sheet	2500	EU VIS	1500	500	500	500	Electronic and hardcopy dissemination to all National and PacWaste focal points and stakeholders
3	Educational fact sheets - asbestos, healthcare waste, E-waste, atoll		EU VIS					Electronic and hardcopy dissemination to all National and PacWaste focal points and stakeholders
3	Development of PacWaste project webpage (within SPREP website)	-	EU VIS					Webpage live by end of Year 1, site use monitoring with increased use over duration of project (e.g. number of 'hits', users etc)
3	Ongoing update of PacWaste webpage	-	EU VIS					PacWaste web page contains current information
3	Social media - Facebook, Twitter	-	EU VIS					No less than monthly updates highlighting project milestones achieved and comments relating to hazardous waste
3	Newsletters - SPREP Tok & China Basel Centre	-	-					PacWaste articles appear in at least 4-6 monthly newsletters
4	Regional conference products: <ul style="list-style-type: none"> <li>re-usable conference bags</li> <li>conference compendium</li> <li>USB lanyards with presentations etc</li> </ul>	3850	RC				3850	All participants at regional conference receive one of each product

Result Area	Activity	Cost/ Budget (\$US)	Budget Source^	Year 1 2013 to 2014	Year 2 2014 to 2015	Year 3 2015 to 2016	Year 4 2016 to 2017	Indicators
<b>Visibility</b>								
3 & 4	Thematic (x 4) and PacWaste stand-up banners, posters, table valances, hospital posters/large signs	3200	EU VIS		1600		1600	Displayed at every side event, press event and regional conference and participating hospitals
3	End of project 'coffee table' book/magazine showcasing achievements in demonstration countries	3200	EU VIS				3200	Books placed in waiting areas of Ministries of Environment and Health and other government departments in all demonstration countries.
4	PacWaste and European Union 'Hawaiian style' shirts (project team and PacWaste focal points)	500	EU VIS	500				Shirts provided to all PacWaste focal points and worn by project team at every media event, conference, training workshop etc.
<b>Outreach and Awareness</b>								
3 & 2	1 - 2 press events coinciding with national and internationally recognised events in the three hazardous waste streams	300	AR		100	100	100	Attendance by radio, print and TV media representatives and government officials in each participating country
3 & 2	2 - 4 press releases on project progress in demonstration countries/atoll and regional workshop^	-	-					Press release on either local radio or newspaper or both in each participating country and Pacific Beat, ABC National radio
3	Media and Communication Literacy Module Training - face to face at workshops and training events (1-2 hours)	1000	AR		500		500	Media officers from participating countries report increased awareness of hazardous waste issues and PacWaste project and increased confidence reporting issues (using feedback evaluation form)



Result Area	Activity	Cost/ Budget (\$US)	Budget Source^	Year 1 2013 to 2014	Year 2 2014 to 2015	Year 3 2015 to 2016	Year 4 2016 to 2017	Indicators
3	E-waste awareness media campaign	44,128	AR		14,709	14,709	14,709	Increased awareness and understanding of the management options to reduce the hazards associated with E-waste by government, business and the local community
3	Asbestos awareness campaign	47,280	AR		15,760	15,760	15,760	Increased awareness and focus on the hazards associated with asbestos and the options available to reduce them by government, business and the local community
3 & 2	Atoll awareness campaign including release of atoll communication guidelines for solid waste management	18,912	AR		6304	6304	6304	Increased awareness of integrated solid and hazardous waste management in atoll nations by the local and wider community including government and business
<b>Outreach and Awareness/Regional Collaboration</b>								
3 & 2	Promotional video - atoll and 4-6 demonstration counties (healthcare waste, asbestos and E-waste) Travel and accommodation Basic editing/photographic equipment Development of promotional film clips Broadcasting	15,000 9,000 1,500 5,000	AR			14,000	14,000	Videos available on PacWaste website
4 & 2	Regional workshop	70,920	RC				70,920	Attendance by representatives from all participating and demonstration countries
<b>Total</b>		<b>€224,140</b> <b>US \$287,347</b>						

### Project budget for visibility, awareness raising and collaboration

Project Result	^Budget Source Code	Year 1 budget		Year 2 budget		Year 3 budget		Year 4 budget		Total Project Budget	
		(€)	(US)	(€)	(US)	(€)	(US)	(€)	(US)	(€)	(US)
EU project visibility	EU VIS	€	23,250	€	23,250	€	23,250	€	23,250	93,000	119,224
		US	29,806	US	29,806	US	29,806	US	29,806		
Awareness raising	AR	€	27,580	€	27,580	€	27,580	€	27,580	110,320	141,428
		US	35,357	US	35,357	US	35,357	US	35,357		
Regional collaboration and information exchange	RC	€	31,520	€	462	€	0	€	70,920	102,902	131,919
		US	40,408	US	592	US	0	US	90,919		
<b>Yearly Totals</b>		<b>US</b>	<b>105,571</b>	<b>US</b>	<b>65,625</b>	<b>US</b>	<b>65,163</b>	<b>US</b>	<b>156,082</b>	<b>306,222</b>	<b>392,571</b>

## Attachment 1: Article 6 - Visibility and Transparency (PacWaste EU Contribution Agreement)

- 3.3 Subject to the rules governing the Organisation's privileges and immunities, the Organisation shall assume sole liability towards third parties, including liability for damage or injury of any kind sustained by them in respect of or arising out of the Action. The Organisation shall discharge the Contracting Authority of all liability associated with any claim or action brought as a result of an infringement by the Organisation or the Organisation's employees or individuals for whom those employees are responsible of rules or regulations, or as a result of violation of a third party's rights.

### Article 4 - CONFLICT OF INTERESTS

The Organisation shall take all necessary precautions to avoid conflicts of interests and shall inform the Contracting Authority without delay of any situation constituting or likely to lead to any such conflict.

There is a conflict of interests where the impartial and objective exercise of the functions of any person implementing this Agreement is compromised for reasons involving family, emotional life, political or national affinity, economic interest or any other shared interest with another party such as a contractor or grant beneficiary, or the final recipients of funds.

### Article 5 - CONFIDENTIALITY

Subject to Article 16, the Contracting Authority and the Organisation shall preserve the confidentiality of any document, information or other material directly related to this Agreement and duly classified as confidential, until at least five years after the end date as specified in Article 12.5. Where the European Commission is not the Contracting Authority, it shall still have access to all documents communicated to the Contracting Authority, and will maintain the same confidentiality.

### Article 6 - VISIBILITY AND TRANSPARENCY

- 6.1 Unless the European Commission requests or agrees otherwise, the Organisation shall take all appropriate measures to publicise the fact that the Action has received funding from the European Union. Information given to the press, the beneficiaries of the Action, all related publicity material, official notices, reports and publications, shall acknowledge that the Action was carried out "with funding by the European Union" and shall display in an appropriate way the European logo (twelve yellow stars on a blue background). Such measures will be carried out in accordance with the Communication and Visibility Manual for EU External Actions laid down and published by the European Commission, or any other guidelines agreed between the European Commission and the Organisation.

It is understood that the Organisation's equipment and vehicles may routinely carry its emblem and other indications of ownership prominently displayed. In cases where equipment or vehicles and major supplies have been purchased using funds provided by the European Union, the Organisation shall display appropriate acknowledgement on such vehicles, equipment and major supplies (including display of the European logo). Where such display could jeopardise the Organisation's privileges and immunities or the safety and security of the Organisation's staff, the Organisation shall propose appropriate alternative arrangements.

- 6.2 The size and prominence of the acknowledgement and European Union logo shall be clearly visible in a manner that does not create any confusion regarding the identification of the Action as an Activity of the Organisation, the ownership of the equipment and supplies by the Organisation, and the application to the Action of the Organisation's privileges and immunities.
- 6.3 All publications by the Organisation pertaining to the Action, in whatever form and whatever medium, including the internet, shall carry the following or a similar disclaimer: "This document has been produced with the financial assistance of the European Union. The views expressed herein can in no way be taken to reflect the official opinion of the European Union."
- 6.4 If the equipment bought with a European Union contribution is not transferred to local partners of the Organisation or the final recipient of the Action at the latest when submitting the final report, the visibility requirements as regards this equipment (in particular display of the European logo) shall continue to apply between submission of the final report and the end of the overall project, programme or action of the Organisation, if the latter is longer.
- 6.5 Publicity pertaining to European Union contributions shall quote these contributions in Euro (€ or EUR) in parenthesis if necessary. The Organisation's publications and reports prepared in response to, and in accordance with, its legislative directives are excluded from this provision.
- 6.6 The Organisation accepts that the Contracting Authority and the European Commission (where it is not the Contracting Authority) publish in any form and medium, including on their websites the name and address of the Organisation, the purpose of the contribution as well as the amount contributed and if relevant the percentage of co-financing.

Upon a duly substantiated request by the Organisation, the European Commission may agree to forego such publicity if disclosure of the above information would risk threatening the Organisation's safety or harming its interests.

- 6.7 With due regard to the applicable rules on confidentiality, security and protection of personal data, the Organisation shall publish, on an annual basis, on its website, the following information on grant and procurement contracts exceeding EUR 15.000 financed by the Contracting Authority: title of the contract/project, nature and purpose of the contract/project, name and locality of the contractor or grant beneficiary and amount of the contract/project. The term "locality" shall mean the address for legal persons and the Region on NUTS<sup>1</sup> 2 level, or equivalent, for natural persons.
- 6.8 The Organisation shall provide to the Contracting Authority the address of the website where this information can be found and shall authorise the publication of such address in the Contracting Authority's internet site.

The Organisation ensures that the obligation to publish this information shall be also applied by its implementing partners as described in Annex I of this Agreement, with

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Nomenclature of Territorial Units for Statistics, available at:  
<http://ec.europa.eu/eurostat/taunon>