



**Promoting Pacific Islands
Nature-based Solutions**



Pacific
Community
Communauté
du Pacifique



SPREP
Secretariat of the Pacific Regional
Environment Programme



Global
Green Growth
Institute



NEW ZEALAND
FOREIGN AFFAIRS & TRADE
Manatū Aotearoa



PPIN Communications and Visibility Guidelines

2025

Contents

1. Project Background	3
PPIN project Description	3
Communications context in the Pacific islands	3
2. Purpose.....	4
Objectives	4
Key Messages.....	4
Target Groups	4
How we will communicate – our principles.....	5
3. Content Development and Dissemination.....	5
4. Branding Statement.....	6
5. Logo.....	6
6. Promotional Materials.....	8
7. Communications Channels and Activities.....	8
8. Media Relations	9
9. Social Media.....	10
10. Approval and clearance process.....	10
11. Monitoring, Evaluation and Tracking.....	10
12. Risk Management	11
13. Human rights, gender and social issues	11
14. Sustainability	12
15. Contact us	12

1. Project Background

PPIN project Description

The Promoting Pacific Island Nature-based Solutions (PPIN) project is a significant initiative aimed at addressing the pressing environmental and societal challenges faced by Pacific Island Countries (PICs). Nature-based Solutions (NbS), defined as strategies that harness the power of ecosystems to adapt to and mitigate climate change, enhance food, and water security, and reduce disaster risks, are at the core of this project. This project, aligned with the New Zealand Ministry of Foreign Affairs and Trade's "Resilient Ecosystems for Climate Change Adaptation" (RECCA) Activity, is driven by the growing recognition that integrating NbS into regional and national development frameworks is essential. PICs, highly vulnerable to climate change impacts, have historically underutilized these solutions. The PPIN project aims to change this by promoting the development of NbS policy and legislation, building regional awareness and capacity, and strengthening cooperation among PICs on NbS. NbS will be integrated into existing regional platforms like the Pacific Resilience Partnership and the Pacific Roundtable for Nature Conservation through NbS technical working groups to advise members.

Vision:

People and ecosystems in the Pacific benefit from the use of NbS to address societal challenges, including climate change, natural disasters and food security challenges.

Long term outcome:

By 2030, countries and communities are benefitting from NbS actions and investments.

Medium outcomes:

By 2026:

- NbS are increasingly integrated into regional frameworks and national laws and policies.
- key stakeholders increasingly have knowledge and capacity to plan and implement NbS projects.
- NbS are increasingly applied consistently across the region.

PPIN will seek to pilot the integration of NbS into national policies and frameworks in three demonstration countries. The Governments of Vanuatu, Fiji, and Tonga will be approached and their agreement to be potential demonstration countries sought. All three of these countries have demonstrated clear interest in NbS through the development of national policies and frameworks that may be models for integrating NbS into national policies across the region.

Communications context in the Pacific islands

A universal approach to media in the Pacific region doesn't exist. Each Pacific Island Country (PIC) has unique media platforms shaped by diverse factors like language, history,

transnational connections, and infrastructure. When distributing information in this region, various platforms should be considered, including mainstream media such as television, newspapers, and radio, which may be privately owned or government-funded. Additionally, regional media organizations like the Pacific Islands News Association (PINA) and international outlets like Radio New Zealand and ABC are gaining traction in covering Pacific news.

Social media usage is on the rise across the Pacific, driven by the increasing adoption of mobile, social, and digital media. However, its impact is uneven due to varying infrastructure, affordability, and remoteness across the region. Despite this growth, mainstream media continues to be a significant influence, reaching a broader audience in the Pacific.

Traditional methods of communication, such as talanoa sessions and face-to-face interactions, remain important and valued. These methods can be integrated with mainstream media efforts and enhanced through the use of local languages, ensuring wider dissemination of information across multiple platforms.

2. Purpose

Objectives

The PPIN Communications and Visibility Guidelines aims to:

- Raise awareness of NbS and their benefits among local communities, policymakers, and international audiences.
- Facilitate the integration of NbS into regional and national policies.
- Promote capacity building and knowledge sharing among Pacific Island Countries (PICs).
- Engage and inform the public and private sectors, civil society, and local communities.
- Ensure MFAT support is visible, acknowledged and promoted within activities and projects.

Key Messages

The key messages of the PPIN project should focus on:

- The benefits of NbS for climate change adaptation, disaster risk reduction, and food security.
- Success stories and case studies from pilot countries (Fiji, Tonga, and Vanuatu).
- The role of NbS in supporting sustainable development and protecting biodiversity.
- The importance of integrating indigenous knowledge and practices in NbS.

Target Groups

The primary and secondary target audiences include:

Primary:

- Government agencies and policymakers in PICs.
- Regional organizations (e.g., Pacific Islands Forum Secretariat, SPREP).
- Donors and international development partners.

Secondary:

- Local communities and indigenous groups.
- Non-Governmental Organizations (NGOs) and Civil Society Organizations (CSOs).
- Academic and research institutions.
- Private sector entities (e.g., tourism, agriculture, fisheries).

How we will communicate – our principles

Effective communication is essential for the success of the PPIN project achieving its set objectives. All communication activities will be conducted within the remit of the following principles:

- All communications should be clear, effective and allow for a two-way dialogue.
- The tone of all communications should be consistent, honest, positive and accurate.
- All communications should have built in flexibility, to enable all plans and messages to develop as the PPIN project evolves.
- Having a clear and consistent brand identity for all communications, with which people can relate to and which will reinforce our key messages.
- Using and learning from published best practice material e.g. the IUCN Global Standard for NbS, whilst making effective use of national campaign promotional material to support our messages, placing them in a national context.
- All communications should be delivered on time and to budget.
- Using environmentally friendly products to produce all campaign, communication, promotional and publicity materials where practicable and whilst maintaining value for money.
- All communications should follow a clear management structure and sign off system, which allows for the necessary flexibility and clarity.
- Being inclusive of all groups including those of a different age, gender, socio-economic, ethnic group etc. and using specific approaches and promotional materials most appropriate to their needs.
- To monitor and evaluate communications and adjust where necessary.

3. Content Development and Dissemination

Content should be tailored to the specific needs and interests of the target audiences:

For Policymakers and Donors:

- Policy briefs and reports highlighting the economic and social benefits of NbS.
- Case studies demonstrating successful NbS projects.
- Technical guidelines and best practice manuals.

For Local Communities and NGOs:

- Easy-to-understand educational materials on NbS.
- Success stories and testimonials from community members.
- Interactive tools and activities to engage local participation.

4. Branding Statement

The Promoting Pacific Island Nature-based Solutions (PPIN) project is funded by New Zealand's Ministry of Foreign Affairs and Trade (MFAT). PPIN seeks to support the development of policy and legislation for Nature-based Solutions (NbS), build regional awareness and capacity, and strengthen regional cooperation amongst Pacific Island countries on NbS. PPIN is managed by IUCN in partnership with the Pacific Community (SPC), the Secretariat of the Pacific Regional Environment Programme (SPREP) and Global Green Growth Institute (GGGI).

5. Logo

Project logo

The PPIN logo and variations below is to be used in across all public communications materials:



**Promoting Pacific Island
Nature-based Solutions**



Logomark



Wordmark

Promoting Pacific Island
Nature-based Solutions

Colours



Typography

Poppins

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1234567890 &

Use the coloured PPIN logo against white backgrounds and white logo against coloured backgrounds.

To download the logo design files, click [HERE](#)

Donor logo

The following MFAT logo is to be used across all public communications materials:



Vertical – The preferred format is vertical. This is the logo in black and silver with text below (for a light background) or white and silver with text below (for a dark background).

Horizontal - Horizontal format can be used where that better suits the space. This is the logo in black and silver with text to the right (for a light background) or white and silver with text to the right (for a dark background).

All black and all white versions of all logos can be used if required for greater legibility. To access other versions, visit <https://www.mfat.govt.nz/en/about-us/logos>

IUCN logo

White is the preferred background for the IUCN logo. The logo may be placed on a plain light background as long as it does not compete with the logo. The white logo may be used directly on a dark background as long as it also does not compete with the logo. The IUCN logo must always be clearly visible. When using the IUCN logo with other logos, always place it at the left-hand end of a row of logos. Do not let neighbouring logos cross into the safe area. Whatever the size of the logo you are using, the safe area measurement is equal to the height of the “N”. Where possible, leave more space.



Partners Logo Line-Up

In addition to the MFAT logo, PPIN is also partnering with SPREP, SPC and GGGI to implement the project. Implementing Partner logos can be used on project branding and visibility-related material pertaining to the implementation of the different project components respectively. The recommended partner logo-line up to be used on all Comms materials is as follows:



6. Promotional Materials

Due to the vertical orientation of pull-up banners and how they are often utilized in crowded spaces where people may obscure the bottom of the banner, logos are to feature at the top of the banner. Promotional material such as clothing and accessories, water bottles, etc must also feature the recommended logos on at least one side of the product. Clearance from PPIN PMU must be sort prior to production.

7. Communications Channels and Activities

Working with stakeholders and beneficiaries, PPIN will utilise various communications channels and platforms to achieve maximum visibility results. The use of online platforms (project website, social media, webinars), print materials (brochures, reports, training manuals), In-person events (workshops, conferences, community meetings), media

engagement (press releases, articles), email newsletters, as well as in the vernacular (when appropriate), will form an important part of the implementation of this Communications and Visibility Guidelines.

Activity	Description	Target Audience	Timeline	Responsible
Webpage Online Presence	Create and maintain an online platform hosting PPIN resources, news, and updates.	All stakeholders	Q1 2024	PPIN PMU
Social Media Campaigns	Regular updates and engagement on social media platforms.	General public, NGOs, private sector	Ongoing	All partners. Follow SM guidelines.
Press Releases	Disseminate press releases on project milestones and successes.	Media, general public	As needed	All partners. PPIN PMU to vet and clear
Workshops and Training	Conduct workshops and training sessions on NbS standard and practices.	Government officials, NGOs, community leaders	As needed	All partners.
Webinars	Host webinars on specific topics related to NbS.	All stakeholders	Quarterly	Subject Matter Experts
Newsletter	Quarterly newsletter highlighting key developments, resources, and upcoming events.	All stakeholders	Quarterly	PPIN PMU
Reports and Publications	Produce and distribute reports, guidelines, and training materials.	Government officials, NGOs, academic institutions	As needed	All partners. PPIN PMU to vet and clear

8. Media Relations

Media relations activities can include press releases, press briefings, press conferences, media advisories, editorial content, etc.

In all cases, any content concerning the PPIN project must be communicated to the PPIN PMU prior to publication/dissemination and a copy/link sent to the PPIN PMU after publication.

9. Social Media

MFAT and IUCN should be tagged in all social media posts pertaining to the project.

- **New Zealand Ministry of Foreign Affairs and Trade**
 - Facebook - [@mfatnz](#)
 - Twitter - [@MFATNZ](#)
 - LinkedIn – [New Zealand Ministry of Foreign Affairs & Trade](#)
- **IUCN Oceania**
 - Facebook - [@iucn.oceania](#)
 - Twitter - [@IUCN_Oceania](#)
 - LinkedIn - [@IUCN Oceania](#)

Project specific social media tags to be included, but not limited to, are:

#PacificNbS #NaturebasedSolutions #PPIN #SustainableDevelopment #Biodiversity
#Conservation #RegionalPartnership

10. Approval and clearance process

Implementation of this Communications and Visibility Guidelines will be guided by PPIN PMU. The PPIN PMU will liaise closely with the implementing agencies SPREP, SPC and GGGI to centralise programme related communication, visibility and information related to PPIN's project outcomes and activities. Relevant communication campaigns and visibility actions/events will also be shared with MFAT as these are identified and developed throughout the life cycle of the project.

All joint Press Releases, including the production of promotional materials (T-shirts, caps, eco bags etc.), visibility products (banners, infographics etc.) must be first reviewed by PMU before production, publishing, distribution or use.

11. Monitoring, Evaluation and Tracking

Monitoring and evaluation processes are key instruments for successful implementation of this Communication and Visibility Guidelines and therefore, PPIN will use specific methodologies as outlined below. To successfully implement all proposed activities, it is essential to ensure continuous monitoring of the impact of the communications activities within the scope of the program, including developing media trackers with relevant URLs and capturing social media statistics. This will be used for independent communications reporting and for inclusion in the programmes' regular reporting to donors and partners.

To monitor and evaluate communications action impacts, PPIN will use the following methodologies:

- **Media Trackers**

Media Trackers containing relevant URLs will be compiled to capture media coverage of Press Releases and various events related to the PPIN programme.

- **Social Media Analytics**

Twitter and Facebook analytics assist with tracking social media content, posts, likes and followers.

- **Attendance/Sign in Sheets**

This would capture data on the number of journalists and individuals attending Press Conferences and other media/public events.

- **Project Reporting**

PPIN project reporting for donors.

- **Slido**

To be used as a useful tool to obtain audience and participant feedback in real time during workshops, conferences etc.

- **Evaluation Forms**

These will be circulated at the end of workshops and training sessions to evaluate impact and provide feedback.

- **Cloud storage**

This will be used on PPIN PMU (or relevant Implementing Partner) shared Drives and on cloud storage to archive and share information with donors and partners as needed.

- **MailChimp Surveys**

This is a useful tool which enables short online surveys to be sent out via email to garner feedback on the reach and impact of specific communications actions.

12. Risk Management

- **Risk:** Miscommunication or misinformation about the project.
 - *Mitigation:* Ensure all communication is clear, accurate, and consistent. Have a review process in place.
- **Risk:** Low engagement from target audiences.
 - *Mitigation:* Use diverse communication channels and tailor messages to specific audiences' interests and needs.
- **Risk:** Budget constraints.
 - *Mitigation:* Prioritize high-impact activities and seek additional funding or partnerships.

13. Human rights, gender and social issues

Communications activities conducted under the PPIN project will be reviewed to ensure conformity to human rights-based principles and to promote gender and social inclusion.

The following IUCN policies will inform all communication activity planning in regard to gender and social issues:

- Gender Equality and Women's Empowerment Policy: Mainstreaming gender-responsiveness within IUCN programme of work (2018)
- Environmental and Social Management System (2020)

14. Sustainability

- Ensure that all materials and resources are accessible online and remain available post-project.
- Foster ongoing partnerships with regional organizations to continue promoting NbS.
- Regularly update the communication plan based on feedback and evolving project needs.

This plan aims to facilitate effective communication and ensure the successful implementation and sustainability of the PPIN project, thereby contributing to the widespread adoption of NbS across the Pacific region.

15. Contact us

Any queries regarding the PPIN project visibility and branding can be directed to the PPIN Project Coordinator: vinay.singh@iucn.org

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