



Communication strategy

LEAP4Peace Consortium



Introduction

The LEAP4Peace Consortium has been awarded a five-year grant by the Netherlands Ministry of Foreign Affairs. The Consortium is made up of the **Netherlands Institute for Multiparty Democracy (NIMD)**, including NIMD's country offices in Colombia and Myanmar, the **Burundi Leadership Training Program (BLTP)**, the **Gender Equality Network Myanmar (GEN)** and **Gender Action for Peace and Security (GAPS)**. The Consortium will run programmes in Burundi, Colombia and Myanmar from 2021 to 2025.

The Consortium Partners want make their partnership visible in their external communication. This communication strategy outlines how and when the partners will integrate the Consortium into their external communication activities.

The external communication needs of the Consortium fall into two categories:

1. First, the Consortium needs a logo, a visual identity and guidelines for their communication as a Consortium. So, for example, if the Consortium wants to launch a joint publication, it should be visually clear that it's a Consortium publication, not a publication of an individual member.
2. Second, the Consortium partners need guidelines on how to present the Consortium in their individual communication. After all, each Consortium member has its own profiling and communication activities. In some cases, it might be interesting for a member to show that they are part of a broader Consortium. Therefore, this strategy will also define how to use the Consortium name and visual style in the partners' regular communication.

Target audiences

This communication strategy focuses on the Consortium's external target audiences. Not the Consortium's internal audience. The topics, channels and frequency of the communication *between* the partners is the responsibility of the Consortium Steering Committee and the programme teams.

The external communication will be aimed at all the stakeholders of the Consortium partners: donors, peer organizations, media, political parties, parliaments and other political actors on the different continents, government institutions in the Netherlands and the UK, and academic institutions.

A special target group for the communication is the Netherlands Ministry of Foreign Affairs (MFA). The MFA is the donor, but in essence also the fifth partner in the Consortium. They want us to actively communicate about the Consortium and mention the MFA as partner. We have incorporated their guidelines into our strategy, and will make sure that the MFA is visible in our communication.



Communication objectives

The communication objectives of the Consortium are to:

1. Inform the stakeholders that NIMD, BLTP, GEN, GAPS and the MFA are strategic partners and have formed the LEAP4Peace Consortium.
2. Give visibility to the work and achievements of the Consortium Partners (both joint and individual achievements).
3. Raise awareness and support for the role of women in politics.

Communication strategy and channels

Every Consortium Partner will use their own communication channels to inform their stakeholders about the Consortium and joint activities. In addition, the Consortium will organize joint communication activities (events/joint publications) throughout the five-year partnership.

1. Communication by individual members

• Website

The members with a website will present the Consortium on a dedicated page of their websites. The webpage will give general information about the Consortium Partners and objectives of the Consortium. If they want to, the members can also include more detailed information about the programmes. Alternatively, they can include links to other pages of their website if they have a dedicated section on programming.

When communicating about the programme activities on the websites, we propose to add a statement about the Consortium to the country or activity pages. This statement will be presented in the same layout on all websites and always at the bottom of the country or activity page.

See in annex:

- Draft text for the websites to introduce the Consortium
- Consortium text for country or activity pages

• Social media

In order to be able to link our activities to the Consortium, the partners can use **#LEAP4PeaceConsortium** in their communication on Twitter.



- **Publications**

Partners can refer to the Consortium in their own publications by adding the Consortium logo. This is an option, not an obligation. If you feel the Consortium has an added value in a certain publication or at a certain event, you can add it.

Example: if you are preparing a brochure or flyer for a potential donor and you know that this donor is looking for partners with an international outreach, adding the Consortium logo could help you position your organization.

2. Communication by the Consortium – joint events/publications

Throughout the grant period, there will be moments where the Consortium will want to officially present itself as a Consortium to their stakeholders. Think of presentations at the (Dutch) embassies, or specific conferences or publications.

It is important that the programme teams within the Consortium are aware of the distinction between individual and joint communication – and right from the start – identify a communication activity or product as joint or individual. It determines how the communication will take shape:

If it is a joint product, the Consortium will need to follow the Consortium style guide. The Consortium can launch it together, or separately. But it must be clear to the audience that it's a Consortium product.

If the programme teams decide that a report/paper/event is part of the programming, but does not have to be positioned as a Consortium message, then the Consortium is not allowed to use the Consortium style guide. Instead, each partner will integrate that report/paper/event in their own communication, using their own visual identities.

Consortium visual style guide

The communications team has developed a visual style guide for the Consortium. The first item in the style guide is the Consortium logo and how to use it, both in joint as well as individual communication.

Furthermore, the style guide provides the Consortium with a joint PowerPoint template, colour palette, banner and cover page for reports/publications.

Please note that mixing visual style is not permitted. In other words, Consortium Partners cannot combine elements from their own visual style (for instance: colours) with the style of the Consortium. The style guide should be strictly followed in case of joint activities



Please also note that the Consortium name should always be written as: LEAP4Peace Consortium. Acronyms like L4P are not permitted in our external communication (internally, the programme teams can decide to use acronyms, but in order to avoid confusion, we advise not to use acronyms anywhere).

See attached:

- Style Guide LEAP4Peace Consortium proposal



Annex 1 Text for the websites

The LEAP4Peace Consortium: Towards women's political inclusion to sustain peace

[NIMD/BLTP/GEN/GAPS] is a proud member of the LEAP4Peace Consortium. Other members in the Consortium are [the Netherlands Institute for Multiparty Democracy (*NIMD/the Burundi Leadership Training Program (BLTP)/ the Gender Equality Network Myanmar (GEN)/ Gender Action for Peace and Security (GAPS)*]. Together we support women in Myanmar, Colombia and Burundi, so they can play a meaningful role in political leadership, conflict resolution, and peace building in their countries.

The LEAP4Peace programme will run for five years (2021-2025), and is funded by the Netherlands Ministry of Foreign Affairs as part of their Women, Peace and Security agenda.

Our objectives

Our ultimate aim for the coming 5 years is to contribute to a conducive environment for women's full and meaningful inclusion in political and decision-making processes, as a means of sustaining peace in Burundi, Colombia and Myanmar.

We believe that including women at the negotiation table during peacebuilding is not enough by itself. Once the conflict is over and the journey towards peace begins, countries need capable and representative women political leaders. These leaders can have a real influence on the process of building lasting peace in their country.

Our approach

We work directly with women politicians in the three countries. By providing mentoring, training and opportunities for networking, we empower them and ensure that they can participate in peacebuilding as influential decision-makers.

All four Consortium Partners also have an excellent track record of working with civil society and political actors. Therefore, the second focus in our programming is to contribute to breaking down barriers to the political participation of women.

We do that by setting up multiparty dialogue platforms where political actors can work together, across party lines, to develop joint gender-equality agendas. With civil society organizations, our approach is to provide them with training and capacity building, so that they can effectively lobby for policies that champion gender equality and monitor their implementation.

The Consortium Partners



All Consortium Partners have a unique set of thematic and geographical expertise that they bring to the Consortium.

BLTP has extensive experience on inclusive politics, conflict resolution and mitigation in Burundi. They will build on their rich experience to design specific programmes for strengthening capacities and involving women to resolve conflicts in their country.

GEN offers a wide range of knowledge at both the national and local level thanks to its international network of technical experts, civil society organizations and NGOs. They will pioneer new learning courses on women's political participation, peace, and security.

GAPS will develop and lead the international lobby trajectory, having established a track record on advocating for UN resolution 1325.

And, finally, NIMD will share its knowledge on women's inclusion, and capacity building for international lobby and advocacy, as well as facilitating mutual learning and knowledge sharing between the Consortium partners.

NIMD's country offices in Colombia and Myanmar will implement programmes in these countries. NIMD Colombia brings experience on the role of women in the transitioning of armed groups into political actors. NIMD Myanmar has unique experience of building trust, knowledge and skills through its highly successful Myanmar School of Politics programme. This makes them a key partner for our programming in these complicated settings.

The active participation of women in politics and peacebuilding will be key to sustaining peace in Burundi, Myanmar and Colombia. We are very excited to work on this with the Consortium and the Netherlands Ministry of Foreign Affairs in the next five years. With our joint expertise, we will be able to make a difference and really contribute to more inclusive societies where women can stand as equals to their male counterparts.



[In other sections of the website you will find more information on our work in [Burundi](#), [Colombia](#) and [Myanmar](#)]



Annex 2 Text for country/activity pages of the websites

Statement for country and activity pages on the websites:

This programme/activity is part of the LEAP4Peace Consortium programme. The Consortium is made up of NIMD, BLTP, GEN, GAPS, and is funded by the Netherlands Ministry of Foreign Affairs as part of its Women, Peace and Security agenda.

