



United Nations
Educational, Scientific and
Cultural Organization



Transcultura
Integrating Cuba, the Caribbean
and the European Union Through
Culture and Creativity



Funded by
the European Union

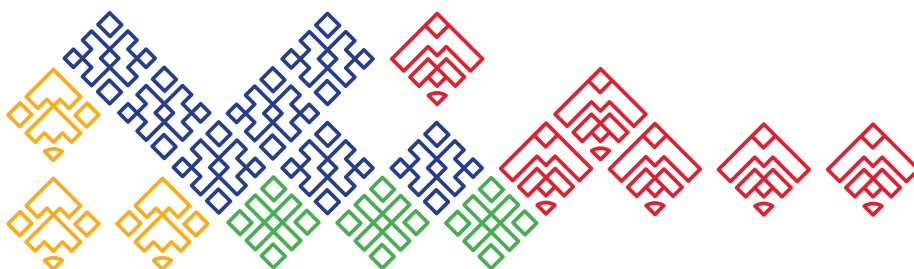


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Transcultura Integrating Cuba, the Caribbean and the European Union Through Culture and Creativity

COMMUNICATION AND VISIBILITY PLAN

UNESCO Regional Office for Culture in Latin America and the Caribbean
October 2020



The present document reflects the communication and visibility Plan for *Transcultura: Integrating Cuba, the Caribbean and the European Union through Culture and Creativity*.

PROGRAMME INTRODUCTION AND OVERALL OBJECTIVE

The *Transcultura* Programme seeks to build and strengthen linkages between peoples and cultures of the Caribbean region and those with the European Union. The Programme will focus on young people from different linguistic areas in the Caribbean, improving their knowledge and skills and enhancing opportunities through entrepreneurship, cultural and academic exchanges and knowledge transfer between Cuba, the Caribbean and the European Union.

The objectives of this Communication and Visibility Plan are to diffuse programme activities and results among internal and external stakeholders, share the stories of beneficiaries and provide significant visibility to the commitment of the European Union and UNESCO to the integration of Cuba, the Caribbean and the EU, particularly within the framework of heritage and the cultural and creative industries sectors. The Plan will also raise awareness on the importance of culture as a driver of sustainable development.

The Communication and Visibility Plan, developed within the framework of the Communication and Visibility Manual for EU-funded External Actions, conceives short-, medium- and long-term actions aimed at ensuring the Programme's optimal placement among target audiences at the national, sub-regional and international levels.

The Plan also ensures internal communication between multiple stakeholders, strengthening the coordinated and coherent implementation of activities and attaches special importance to information management as a means to sustain accurate and timely communication and reporting. In this regard, it sets the stage for joint efforts among UNESCO's Offices in the Caribbean and with the Liaison Office in Brussels and HQ for the implementation of the Plan, through the collaboration in the production and dissemination of communication and visibility materials in different languages.

In addition to placing a strong emphasis on maximizing public visibility of UNESCO-EU's support to cultural entrepreneurship, cultural and academic exchanges and knowledge transfer, the Plan will also set the floor for the creation of dialogue spaces among cultural agents from the region for mutual understanding, knowledge exchange, professional networking and resilience building in the face of current challenges such as the COVID-19 pandemic. Inspired by the principles of communication for development, the plan will support Programme's efforts to convene cultural practitioners, decision makers and other relevant stakeholders in empowering dialogues on the role of culture as an enabler and driver of sustainable development and the status of the artist, among others.

All the communication and visibility products prepared in the framework of the Programme's implementation will contain the logo of the European Union and UNESCO, together with those of the other participating institutions, where applicable.

As stipulated in the Communication and Visibility Manual for EU-Funded External Actions, UNESCO will submit progress reports and a final report on the implementation of the Communication and Visibility Plan to the Delegation of the European Union to Cuba.

COMMUNICATION OBJECTIVES

1. Disseminate Programme objectives, activities and results in Cuba, the Caribbean and the European Union in a coherent and systematic manner, highlighting the perspective of young beneficiaries.
2. Provide visibility to the contribution of cultural and creative sectors towards the fulfilment of the 2030 Agenda Sustainable Development Goals, primarily Goals 4 (Inclusive and Quality Education), 5 (Gender Equality), 8 (Decent Work and Economic Growth), 10 (Reduction of Inequalities), 11 (Sustainable Cities and Communities), 16 (Peace, Justice and Strong Institutions) and 17 (Partnerships).



3. Contribute to the positioning of the European Union and UNESCO as key actors in cooperation for sustainable development in Cuba and the Caribbean in the areas of culture, heritage, cultural industries and sustainable cultural tourism.
4. Promote, by disseminating the Programme's achievements, the importance of culture as an enabler and driver of the economic and social dimensions of sustainable development.
5. Facilitate the exchange of information among key actors of the Programme for the coordinated and effective implementation of the actions carried out.

EXPECTED RESULTS

1. Awareness of the Programme's results and its impact on beneficiaries raised among target audiences in Cuba, the Caribbean and the European Union.
2. Cultural and creative sectors professionals acknowledge Programme's proposals.
3. Information exchanges between key actors of the Programme for the coordinated and effective implementation of actions carried out.
4. The image of UNESCO and the EU as partners of governments, persons and institutions in safeguarding and developing culture, generating exchanges, capacity building and job creation in the Caribbean region strengthened.

REVIEW DESCRIPTIONS OF EXTERNAL AND INTERNAL PUBLICS

1. External Publics:

- **Young people in Cuba and the Caribbean** as direct beneficiaries of the programme.
- **Institutions and entities related to the cultural and creative sectors (including distributors/suppliers of cultural goods and services) and sustainable tourism (including tour operators and private sector)** that can create strategic alliances and eventually support programme implementation.
- **Cultural and creative sector professionals** including heritage site managers, culture and tourism authorities and operators, and other capacity building entities who can contribute to the implementation of the programme.
- **National and regional authorities in charge of culture and tourism** that can support the implementation of the programme.
- **The media** that will build awareness and enhance visibility of programme activities.

2. Programme internal public:

- **Members of the Steering Committee** that ensure the coherence of overall programme implementation.
- **Members of work groups and their directors**, established to maintain coordination between stakeholders.
- **EU Headquarters, Delegations and Heads of Cooperation** which facilitate programme implementation and the linkages to European institutions.
- **National Commissions for UNESCO in Cuba and the Caribbean**, which provide support by creating favourable conditions for the implementation of the activities.
- **UNESCO Headquarters and Offices in the Caribbean** that provide backstopping for the Programme, support the involvement and engagement of beneficiaries and promote further visibility of the programme.



KEY MESSAGES

Target Groups	Messages
Young people in Cuba and the Caribbean	<ul style="list-style-type: none"> • Culture contributes to socio-economic development and opportunity. • Young people can harness culture as a driver for development. • The European Union and UNESCO support young people in the Caribbean through promoting cultural entrepreneurship and innovation. • The UNESCO Portal of Culture of Latin America and the Caribbean shares the stories and messages of young people who have participated in the Programme, as a point of reference for other youth in their search for success. • COVID-19 has awakened creativity within the cultural and creative industries and is an opportunity to develop new initiatives within <i>Transcultura</i> Programme.
Institutions and entities related to the cultural and creative sectors (including distributors/suppliers of cultural goods and services) and sustainable tourism (including tour operators and private sector).	<ul style="list-style-type: none"> • Cultural entities should invest in the training, support and employment of youth. • The culture of Caribbean countries constitutes an endless source of attraction for tourists and can form part of value chains that facilitate the development of culture and more diversified and sustainable tourism. • Enhancing the status and conditions of artists generates opportunities for socioeconomic development and growth.
Cultural and creative sector professionals	<ul style="list-style-type: none"> • Culture contributes to socio-economic development and opportunity. • Educational institutions in Cuba and the University of the West Indies offer learning opportunities in the cultural and creative sectors. • The European Union and UNESCO support youth capacity building to safeguard cultural heritage in the Caribbean and strengthen the cultural and creative sectors. • <i>Transcultura</i> provides a space for dialogue on opportunities for the Culture and Creative Sectors in light of COVID-19.
National and regional authorities in charge of culture and tourism	<ul style="list-style-type: none"> • The government's support in developing the cultural and creative and tourism sectors is key in advancing sustainable socio-economic development. • Investments in training human resources to safeguard heritage makes the difference in the development of culture at the national and regional levels. • Fostering the recognition of university degrees and course certificates in the framework of culture allows for the mobility of the workforce in the Caribbean region and sustainable development. • Enhancing the status and conditions of artists generates opportunities for socioeconomic development and growth.
The media	<p>All previous messages, in addition to the following:</p> <ul style="list-style-type: none"> • The media plays an essential role in sensitizing and educating the public on the importance of safeguarding cultural heritage in all its expressions. • The media has a key role in promoting the enjoyment of sustainable cultural tourism. • COVID-19 has shown the intrinsic value of culture. The pandemic has revealed the true value of culture, essential to providing comfort and alleviating the stress of confinement.
Internal Publics	<ul style="list-style-type: none"> • Programme progress and monitoring • Achievement of results • Contribution of the European Union and other key Programme partners



MAIN COMMUNICATION ACTIVITIES, TOOLS AND CHANNELS

Tools	Example activities	Timeline (quarters)																	
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Graphic	Design of the Programme's identity (branding).	X	X																
Graphic	Production of communication and visibility materials.		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Event	Participating in and promoting virtual regional debates about the role of culture and heritage in the context of COVID-19.		X	X	X	X	X												
Event	Organization of the Programme's opening and closing events.																	X	
Web	Creation and updating of a microsite dedicated to the Programme.		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Print/ electronic	Production of Culture & Development Magazines.								X	X		X					X		
Graphic	Production of infographics and other data visualization materials.			X	X	X	X	X	X	X	X	X	X	X	X	X			
Events	Meeting with Communication specialists from Programme's partner institutions to coordinate joint communications on Programme activities and results (face to face and through virtual platforms).			X		X				X				X					
Events	Virtual / face to face meetings of journalists with national and international experts contributing to the Programme to ensure quality coverage of the Programme's key subject areas.					X	X	X	X	X	X	X	X	X					
Events	Organization of press conferences to present Programme milestones.							X				X					X		
Events	Dissemination of Programme results among decision makers at the UNESCO General Conference, in Brussels, CARICOM and other relevant events.							X				X					X		
Print/ electronic	Production of a final publication with the main results and best practices of the Programme.															X	X	X	
Electronic	Production of a newsletter on Programme progress.			X			X			X			X				X		
Electronic	Preparation and distribution of progress reports.			X				X				X					X		

EVALUATION FRAMEWORK

O1: Disseminate Programme objectives, activities and results in Cuba, the Caribbean and the European Union in a coherent and systematic manner, highlighting the perspective of young beneficiaries.			
Indicator	Baseline	Target	Verification sources
Number of communication and visibility materials produced.	0	50	Programme reporting, contracts
Number of countries having access to information about the Programme on the UNESCO Portal of Culture.	0	17	Portal of Culture statistics
Number of direct beneficiaries featured in communication and visibility materials.	0	20	Review of materials
O2: Provide visibility to the contribution of cultural and creative sectors towards the fulfilment of the 2030 Agenda Sustainable Development Goals, primarily Goals 4 (Inclusive and Quality Education), 5 (Gender Equality), 8 (Decent Work and Economic Growth), 10 (Reduction of Inequalities), 11 (Sustainable Cities and Communities), 16 (Peace, Justice and Strong Institutions) and 17 (Partnerships).			
Indicator	Baseline	Target	Verification Sources
Number of materials produced on the contribution of culture towards the fulfilment of the 2030 Agenda.	0	10	Programme reporting, web and UNESCO Portal of Culture
Number of events where communication and/or advocacy on the contribution of culture for sustainable development is carried out.	0	15	Press releases, Programme reporting
O3: Contribute to the positioning of the European Union and UNESCO as key actors in cooperation for sustainable development in Cuba and the Caribbean in the areas of culture, heritage, cultural industries and sustainable cultural tourism.			
Indicator	Baseline	Target	Verification Sources
Percentage of communication and visibility materials highlighting the contribution of the European Union and UNESCO to sustainable development.	0	100%	Review of materials
O4: Promote, by disseminating the Programme's achievements, the importance of culture as an enabler and driver of the economic and social dimensions of sustainable development.			
Indicator	Baseline	Target	Verification Sources
Number of communication and visibility materials containing information on the importance of culture as an enabler of sustainable development.	0	10	Review of materials
O5: Facilitate information exchange among the Programme's key actors to foster coordinated and effective implementation of actions.			
Indicator	Baseline	Target	Verification Sources
Number of communication and visibility materials and events for internal public.	0	20	Newsletter, meetings and internal events.

Human Resources

A Communication Consultant, a Graphic Design Consultant and a Translator have been recruited to support the implementation of the Communication and Visibility Plan.

The Division of Public Information (DPI) in Headquarters as well as the UNESCO Cluster Office for the Caribbean will provide backstopping and support to the UNESCO Regional Office for Culture. In addition, communications and visibility activities in Brussels will be supported by the Liaison Officer in the UNESCO Liaison Office.





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