**RESULTS-BASED 8 YEAR STRATEGIC COMMUNICATION ACTION PLAN**

***(For DENR-SCIS/Central Office Regions; Bureaus; Attached Agencies)***

1. **Executive Summary**

Provides a summary of the Strategic Communication Action Plans of all DENR Regional Offices, Bureaus, and Attached Agencies, primarily showcasing the highlights of each section of the campaign.

Each ***“Region, Bureau, and Attached Agencies’ Strategic Communication Action Plan 2021-2028”*** shall be aligned with, and anchored on the central office’s ***“Results-Based 8 Year Strategic Communication Plan 2021-2028.”***

All communication activities shall be aligned with the ten (10) DENR Priority Programs. The major environment and natural resources programs considered include:

1. Clean Air
2. Clean Water
3. Solid Waste Management
4. Enhanced National Greening Program
5. Intensified Forest Protection and Anti-Illegal Logging
6. Geohazard, Groundwater Assessment and Responsible Mining
7. Enhanced Biodiversity Conservation
8. Scaling up of Coastal and Marine Ecosystem
9. Improved Land and Administration and Management
10. Manila Bay Rehabilitation
11. **Situation Analysis**

* Identifies the reasons why the Strategic Communication Action Plan at the level of the central office, regions, bureaus, and attached agencies is being implemented and provides background information on the concerns, issues, community dynamics, and overall situation which justify the reason why a regional/community strategic communication plan is entailed.
* **Overview of Community/Territory:** Provides brief overview, dynamics, geographic extent encompassed by issue, its history, other issues that may influence attitudes or opinions about the environmental issue in question, and how stakeholder groups fit within the structure of the central office; region; bureau; and attached agency.
* **PESTLE Analysis/Environmental Scanning:** (Political, Economic, Socio-Cultural, Technological, Legal, Environmental/Natural).

**For DENR-SCIS/Central Office, Regions, Bureaus, Attached Agencies**

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| **ENVIRONMENT** | **SITUATION** | **IMPACT** |
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| 1. POLITICAL |  |  |
| 1. ECONOMIC |  |  |
| 1. SOCIO-CULTURAL |  |  |
| 1. TECHNOLOGICAL |  |  |
| 1. LEGAL |  |  |
| 1. ENVIRONMENTAL/   NATURAL |  |  |

* **SWOT Analysis:** Strengths, Weaknesses, Opportunities, Threats Analysis

**For DENR-SCIS/Central Office, Regions, Bureaus, Attached Agencies**

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| **INTERNAL** | **DETAILS** | **REMARKS** |
| 1. Strengths |  |  |
| 1. Weaknesses |  |  |
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| **EXTERNAL** |  |  |
| 1. Opportunities |  |  |
| 1. Threats |  |  |
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* **PREVIOUS CAMPAIGNS**: Analysis of previous or current regional strategic communication action plan activities that have been established and implemented. Cite what has been done so far and include the effects and outcome of such endeavors based on certain metrics which measure whether or not the previous action plans or strategies were successful.

**For DENR-SCIS/Central Office, Regions, Bureaus, Attached Agencies**

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| **PROGRAMS, PROJECTS, ACTIVITIES, IEC MATERIALS 2016-2020** | **FEEDBACK/**  **EVALUATION** | **RECOMMENDATIONS** |
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1. **Target Audience Profile**

* Identification of the Primary, Secondary, and Tertiary Markets/Audience.
* Demographic and Psychographic Profiling of Primary, Secondary, and Tertiary Target Audience

**For DENR-SCIS, Regions, Bureaus, Attached Agencies**

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| **IDENTIFICATION OF SPECIFIC TARGET AUDIENCE** | **DEMOGRAPHIC PROFILE** | **PSYCHOGRAPHIC PROFILE** |
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| **PRIMARY INTENDED AUDIENCE** |  |  |
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| **SECONDARY INTENDED AUDIENCE** |  |  |
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| **INTERNAL INTENDED AUDIENCE** |  |  |
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1. **Statement of the Communication Problem and Specific Objectives of the Regional Strategic Communication Action Plan**

* States the Communication Problem, Communication Goal/s, and lists the Specific Objectives that the organization wishes to accomplish through the strategic communication action plan.
* It also provides brief discussion of why achieving these goals is important.

**For DENR-SCIS, Regions, Bureaus, Attached Agencies**

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| **CATEGORY** | **STATEMENT** | **REMARKS** |
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| **COMMUNICATION PROBLEM** | There is a need for the Department of Environment and Natural Resources (DENR) to espouse and influence behavioral change among the Filipinos, in areas related to the protection, conservation, and proper management of the country’s environment and natural resources. |  |
| **GOAL** | * This Strategic Communication Plan envisions to instill behavioral change among the Filipinos and sustain the sought-after change in terms of proper attitude & behavior towards conservation, protection, and management of the country’s environment and natural resources. * The Plan aims to transform the public to have the proper environmental mindset and consistent actions living up to the principle behind the central campaign message: “Tayo ang Kalikasan.” * This Plan also aspires to level up the Philippines to be among the top 5 frontrunners in terms of environmental care and protection in the Asia-Pacific Region by 2030. |  |
| **SPECIFIC OBJECTIVES** |  |  |
| 1. **SHORT-TERM OBJECTIVES (2 Years)** | * To determine the awareness of 5% of intended audiences (primary, secondary and internal) on the central message *“Tayo ang Kalikasan.”* * To gauge the knowledge of intended audiences on the effects of human practices to the environment. * To determine knowledge of the internal audience on the ten (10) priority programs of the DENR * To determine basic knowledge on environmental laws in 5% of secondary audience |  |
| 1. **MEDIUM-TERMS OBJECTIVES (5 Years)** | * To determine the number of efforts/engagement proactively initiated/organized and sustained by the intended audiences * To ensure consistent compliance of 10% of the primary and secondary intended audiences to basic environmental laws * To propel a shift in attitude of the intended audiences on the effects of human practices to the environment * To display and promote the active engagement of internal partners towards the ten (10) priority programs of the DENR * To maintain the internal audience’s resolve to fully prioritize and support communication campaign. * To mobilize 10% of the secondary intended audience to take action in implementing environmental laws |  |
| 1. **LONG-TERM OBJECTIVES (8 Years)** | * To attain a steadfast mindset of consistency and persistence in terms of proper action geared towards the protection, conservation, and management of the environment and natural resources in 25% of the primary and secondary intended audiences * To sustain a steady responsible mindset and action towards environmental protection, conservation, and management among 15% intended audiences * To create a sustained and empowered environmental partner (advocate/ambassador/ champion) on the effects of human practices to the environment * To build a pool of empowered internal partners who are engaged and committed on exemplifying environmental action. * To ensure a unified ZEAL in strictly upholding and fulfilling the standards of the SEAL of Good Local Governance in the area of environmental benchmark and criteria among LGUs nationwide. * To sustain a steady responsible mindset and action towards environmental protection, conservation, and management among 15% secondary intended audience * To enable the manifestation of coherence among all LGU partners and groups in terms of establishing and implementing environmental policies. |  |
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1. **Stakeholders**

Stakeholders are organizations and individuals who may have power and interest in an organization and with its programs, activities and projects.  While it is ideal that the organization consults and partners with all its stakeholders it is more realistic and efficacious to go through a process of filtering and prioritization to determine the key stakeholders. Hence, stakeholder mapping.  The Key Stakeholder Map will guide the organization in stakeholder management.

* Provides detailed information on stakeholders’ profiles, and areas of concern.
* Inclusion of profile of other stakeholder groups with which they are allied.

**For DENR-SCIS/Central Office, Regions, Bureaus, Attached Agencies**

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| **STAKEHOLDER** | **PROFILE** | **REMARKS** |
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1. **Regional Strategic Communication Action Plan**

* Provides detailed description of the strategic communication action strategies (programs & activities) of DENR-SCIS, all regions, bureaus, and attached agencies, which are meant to collectively address every set specific objective.
* Provides a timetable for the program and lists the resources that will be required to carry it out.

1. **Activities, Communication Vehicles, and Channels of Communications**

* Describes activities, communication vehicles, channels of communication, Central Message (aligned with the main corporate message) or Concepts that will be conveyed.
* Mentions the type of input or feedback that is desired.

* Include all materials to support the strategy/program.

1. **Timetable for Community Relations Program**

Provides Critical dates as well as logical sequence of events, preparation/presentation of information.

1. **Resource Requirements and Budget**

Lists resources that will be required to implement Strategic Communication Action Program.

**For DENR-SCIS/Central Office, Regions, Bureaus, Attached Agencies**

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| **PROGRAM AND PROJECTS 2021-2028**  **Note: Identify/Cluster in accordance with the ten (10) DENR Priority Programs** | **SIGNIFICANCE** | **COMMUNICATION OBJECTIVE/S TO BE REALIZED** | **ACTIVITIES (IEC MATERIALS, PARTNERSHIPS AND OTHER INITIATIVES, REGIONAL MESSAGING ANCHORED TO *“TAYO ANG KALIKASAN”*)** | **CHANNEL/MEDIUM/TECHNOLOGY (Proof of Engagement, Print, Video, Tri-Media, Social Media, etc.)** | **RESOURCES**   * **Budget** * **In-house/Outsource** * **Etc.** | **TIMELINE**  **Note: From start of implementation** |
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1. **Key Success Indicators**

These are the indicators or measurable manifestations of the level of accomplishment of the communication objectives.

KPI is a systematic way for SCIS to define and measure progress towards the achievement of communication objectives. Measuring just for the sake of having numbers misses the whole point. It’s actually essential to determine the correct measure first before setting targets, if you want to get a relevant picture of what ought to happen. To do this, there is a need to go through a process of identifying **Key Performance Indicators** (often called KPIs). A KPI is a measure that indicates the progress an organization is making toward its strategic objectives and goals.

Target setting is pivotal to managing performance towards achieving the much desired success. A performance target provide an unambiguous definition of success. It is a quantification of a performance expectation. Target setting may sound easy in theory but is difficult to do in practice and many targets do not results into improved performance. Identifying targets for all KPIs is developing the scorecard. In this context, **Strategic Communication Scorecard for DENR-SCIS/Central Office; Regions; Bureaus; Attached Agencies.**

**For DENR-SCIS/Central Office, Regions, Bureaus, Attached Agencies**

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| **NAME OF PROJECTS, PROGRAMS, AND ACTIVITIES** | **COMMUNICATION OBJECTIVE/S TO BE REALIZED** | **SUCCESS INDICATORS** | **AREAS OF CONSIDERATION** |
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1. **Metrics, Measures, and Monitoring System**

This part cites all metrics which are meant to measure and monitor the success rate of the marketing communication strategies (programs, activities, materials) meant to address and realize all specific objectives from the time of implementation (for the period the campaign runs).

If you don’t measure the impact of your marketing efforts, you’ll have no idea whether what you are doing is effective or not. On the other hand, if you do measure the impact, it will help you understand what is working, and where and how to improve your efforts.

Figuring out what to measure starts with considering the marketing team’s goal/s and objectives. The highest-level KPIs should tell managers about how well marketing is doing at meeting its goals as a team, and how the team is contributing to the organization’s overall performance. KPIs may reflect absolute figures, such as total market share. Or they may track progress toward a target, such as progress toward achieving 1,500 new customers over the course of a year. KPIs should provide information to guide managers in their decision making about what is working and where to adjust course.

It is helpful for an organization to define a standard set of KPIs for measuring the effectiveness of marketing campaigns and for the contributions made by different functions within the marketing organization: public relations, advertising, social media marketing, etc.

**For DENR-SCIS/Central Office, Regions, Bureaus, Attached Agencies**

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| **NAME OF PROJECTS, PROGRAMS AND ACTIVITIES** | **COMMUNICATION OBJECTIVE/S TO BE REALIZED** | **KEY SUCCESS INDICATORS** | **WHAT TO MEASURE/HOW TO MEASURE** |
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Prepared by: Approved by: