



**PRIVATE SECTOR DEVELOPMENT PROGRAMME (PSDP)**  
***Communication and Visibility Strategy<sup>1</sup> for PSDP Botswana***

## 1. Context

The Financing Agreement (F.A) between the European Commission and the Republic of Botswana states that all communication and visibility actions will be in compliance with the Communication and Visibility manual for European Union External Actions.

The Contribution Agreement (C.A.) for the Private Sector Development Programme further complements that “In line with European Commission Visibility Guidelines, acknowledgement of the EU contribution to the project will be made in MFDP, MTI, CDE and any other organisations' reports and publications as well as in any workshop or forum associated with this project.”

The Communication and Visibility Strategy of the PSDP is therefore developed by the Coordinating Unit of the PSDP to comply with the requirements of both the F.A and the C.A.

## 2. Objectives

The PSDP Communication and Visibility Strategy aims to define overall communication objectives and give guidance for the preparation of an Action Plan by a service provider that will serve to make the programme better known by its potential beneficiaries and disseminate information to target groups.

These objectives are as follows:

- a) Information on technical assistance and training available to Small, Micro and Medium-size Enterprises (SMMEs) and Community Based Organisations (CBOs) in line with PSDP concrete intervention linked to Result Area 1, in particular on value chain development;
- b) Information on progress of the Programme including ongoing tenders and call for proposals (linked to Result Area 2);
- c) Information on technical assistance and training available to Intermediary Organisations (IOs) and Business Development Service Providers (BDSPs) ((linked to Result Area 2)
- d) Information on the enabling business environment activities for the benefit of SMMEs including information to SMMEs on means for access to finance; barriers removed to ease doing business in Botswana, etc.
- e) Information to beneficiaries, service providers, media houses on post activities undertaken by the programme

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<sup>1</sup> Based on the Communication and Visibility Manual for European Union External Actions 2010

### 3. Target Groups

The Communication and Visibility Strategy of the PSDP has three (3) priority target groups :

Target Group	Representatives	Specific Objective	Means
Beneficiaries	SMMEs, CBOs and IOs(including sector associations and Financial Institutions)	Information to beneficiaries on technical assistance and training available to SMMEs, CBOs and IOs  Information to SMMEs on means for access to finance; barriers removed to ease doing business in Botswana,	❖ Training seminars and workshops ❖ Information workshops ❖ Production of brochures ❖ Press releases ❖ Press conferences
Service Providers	Consulting firms, individual consultants, IOs, universities, technical centres	Information to service providers on PSDP tenders/call for proposals	❖ Launch of tenders in newspapers and websites ❖ Launch of call for proposals in newspapers and websites
Media Houses and General Public	Newspapers, Radio/TV Stations, Magazines	Information to media houses and general public on completed, on-going and upcoming initiatives of PSDP	❖ Press conferences; ❖ Radio/TV interviews; ❖ Press visits, ❖ Press Tours of projects

### 4. Communication Tools

The Communication and Visibility Strategy encourages the selected service provider to develop a realistic Action Plan that should utilize the best value for money tools to reach target groups.

Below are some tools to be considered by the service provider in preparation of PSDP Communication and Visibility Plan:

- ❖ Seminars/workshops organized by PSDP coordinating unit
- ❖ Leaflets, brochures and newsletters
- ❖ Internet – email, websites, online brochures/newsletters
- ❖ Newspapers -published programme results and event press releases
- ❖ Press Conferences
- ❖ Radio announcements
- ❖ Display panels



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- ❖ Photographs
- ❖ Audiovisual productions

## 5. Indicators of Achievement

A list of indicators will be designed to be included in the Communication and Visibility Plan. The means to be used in defining the list of indicators include;

- Technical Reports (Inception reports, progress reports, Final Reports)
- Activity reports (seminars and workshops)
- Baseline Reports
- Mid-Term reviews of PSDP.

## 6. Resources

### 6.1. Human Resources

#### Internal

- BOCCIM is proposed to be the focal point for communication and distribution of the programme information in collaboration with the PSDP Coordinating Unit
- BOCCIM could be a one-stop shop for disseminating information to beneficiaries e.g. Applications forms, brochures
- A communications service provider will be recruited and could assist BOCCIM to carry out communication activities of the programme
- Call for the expression of interest was published in MTI website and Sunday Standard newspaper (21 July 2013).

#### External

- The selected service provider will be chosen through a framework contract and will be a local firm based in Botswana.
- The company will manage the communication and visibility activities for the PSDP on an ad-hoc basis or upon request from the PSDP Coordinating Unit and BOCCIM.
- The company will promote the activities of the programme among the beneficiaries, as well as public and private stakeholders in Botswana.

#### Responsibilities of the Service Provider

- Development of a comprehensive Communication and Visibility Plan for the PSDP
- Implementation of the Communication and Visibility Plan for the PSDP
- Ensure that the activities and results of the programme are well covered and promoted to the general public and beneficiaries of the programme (SMEs, CBOs, IOs, financial institutions and service providers) .
- Use of most appropriate communication channels (media, website, press conference, etc).
- Ensure good visibility of partners of the programme (EU, MTI, CDE, MFDP,BOCCIM)).

### Profile of the Service Provider:

- Firms/companies with minimum five (5) years experience in public relations
- Knowledge of communication strategies and publication procedures
- Knowledge and network of main Public and Private sector organisations in Botswana is required
- Experience in organizing events and press conferences
- Coordination and management skills
- Knowledge of interactive digital media production processes and software, such as desktop publishing (DTP), computer graphics (Photoshop) and web pages an advantage
- Availability of the most efficient technical in house equipment is mandatory.

### 6.2. Financial Resources

- A total budget of 39 000 Euro will be allocated for the implementation of the Communication and Visibility Plan of the programme for a period of two years.
- PSDP Coordinating Unit will manage the communication budget on ad' hoc basis, paying the services provided when need arises.

1 <sup>st</sup> Year Budget (Committed)	2 <sup>nd</sup> Year Budget (Proposed)	3 <sup>rd</sup> Year Budget (Proposed)
16 000 Euro	20 000 Euro	19 000 Euro

- Market consultation to recruit the Human Resources for the Communication Service Provider is underway. Seven (7) potential applicants have been selected on a short-list.

## 7. Annex

### 7.1. Communication Activities Completed: April 2013- August 2013

Activity	Information on Activity	Tasks
Europe Day	<p>The objective was to promote the private sector through exhibition of SMMEs products and materials from Botswana Intermediary Organisations. The EU day was hosted by the EU Delegation to Botswana and SADC on the 16th May 2013.</p> <p>The event mobilized 350 participants from EU Embassies and representation in Botswana, Government of Botswana ministries, Botswana Intermediary Organisations, Diplomatic corps, financial organizations, and exhibiting SMME's involved in Argo Processing, leather &amp; textile, arts &amp; crafts, manufacturing and tourism to showcase their products.</p>	<ul style="list-style-type: none"> <li>Logistics and Equipment Hire</li> <li>Outdoor Hotel Catering</li> </ul>
PSDP Official Launch ceremony	<p>In preparing for the launch event, a PSDP task force was set up. The task force was made up of representatives from (Ministry of Trade and Industry, Ministry of Finance and Development Planning, European Union Delegation, Centre for the Development of Enterprise, Botswana Confederation of Commerce Industry &amp; Manpower). It discussed and prepared all logistic aspects for the launch including agenda, press release, and speeches for the key speakers and invitation of participants.</p> <p>The PSDP was officially launched on the 23<sup>rd</sup> May 2013, in Gaborone, Botswana. The official launch brought together 100 participants from the Ministry of Trade and Industry, Ministry of Finance and Development Planning, Ministry of Foreign Affairs and International Cooperation, EU Delegation to Botswana and SADC, CDE management, Public/Private sector stakeholders from Botswana, Financial Institutions, and Regional Developmental institutions. The event was covered by the media (Sunday Standard, Botswana Guardian, Botswana Gazette, GabzFM).</p>	<ul style="list-style-type: none"> <li>Conference room hire and catering</li> <li>Graphic Design (Banner and Brochure)</li> <li>Press Release on event</li> <li>Press conference</li> </ul>



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## 7.2. **General Communication Strategy** (Communication and Visibility Manual for European Union External Actions 2010)

### **Objectives**

1. Define the overall communication objectives
2. Define the target groups according to the Contribution Agreement
3. Define the specific objectives for each target group based on PSDP results (related to the action's objectives and the phases of the project cycle)

### **Communication activities**

4. The strategy will define the main activities to be undertaken
  5. Communication tools chosen according to best value for money
- Include details of advantages of particular tools (media, advertising, events, etc.) in the local context

### **Indicators of achievement**

6. Completion of the communication objectives (the Communication Strategy will define indicators of achievement to allow measurement of progress)
7. Provisions for feedback (when applicable)

### **Resources**

8. Human Resources (both internal and external)
9. Financial resources (already known but will be adapted to the proposal by service providers)