OPCW Public Diplomacy

Introduction

This document is intended to guide the implementation and coordination of the Organisation's public diplomacy efforts.

Framework

The following motto, core messages, goals and objectives will provide the strategic framework in which all public diplomacy activities will be developed.

<u>Motto</u>

"Working together for a world free of chemical weapons"

The motto of choice will be embedded with the Organisational logo in all OPCW publications, audiovisual products, PowerPoint presentations, Internet sites, correspondence (letterhead, e-mails, etc) and other information products:

<u>Core Messages</u>

- *OPCW contributes to global peace and security by eliminating all existing chemical weapons and ensuring that new weapons don't emerge.*

- *The OPCW helps build confidence in multilateralism and international cooperation as effective means for preserving global peace and security.*

- *The OPCW's historic achievements are a product of the firm commitment of States Parties and their unique partnership with the chemical industry and civil society.*

<u>Goals and objectives</u>

1. Increase recognition of the OPCW's achievements in order to engender greater confidence in multilateralism and international cooperation as means for achieving global peace and security.

- Develop dynamic messaging to highlight the positive achievements of the OPCW, and continuously analyse the external environment to adapt public diplomacy efforts and institutional governance accordingly.

- Drive an increase in media coverage of the OPCW and CWC-related issues by exploiting key events and developments as appropriate, and in conformance with the OPCW Media and Public Affairs Policy (C-I/DEC.55, 16 May 1997).

- Drive an increase in traffic to the OPCW website as the main public information platform of the Organisation with more dynamic content and integrated use of social media.

- Increase knowledge about the CWC and work of the OPCW in those stakeholder communities that are most affected, e.g. chemical industry.

2. Enhance engagement with key stakeholder communities to leverage their capacities for achieving full implementation of the Convention.

- Introduce innovative communication tools, including social media and e-learning, to support public diplomacy and enhance stakeholder engagement.

- Broaden outreach to stakeholder communities of particular import to the OPCW, including academia, policy institutes, think tanks and NGOs.

- Strengthen support for traditional core stakeholders such as National Authorities, which have a cascading role vis-á-vis the chemical industry.

- States Parties to promote the OPCW in relevant regional and sub-regional organisations of which they are members.

OPCW stakeholder and partner communities*

a. States Parties
- Permanent Representations
- National Authorities
- Parliamentarians (key committees and sub-committees)
- Relevant ministries and agencies (decision-making organs and individuals)

b. United Nations
- UNODA (including the BWC-ISU)
- UNGA (1st Committee)
- UNSC
- Other UN bodies including UNICRI, UNESCO and UNEP

c. Chemical industry
- ICCA and regional bodies
- National chemical associations
- Chemical plants covered by the Convention

This list is indicative and does not reflect any order of priorities

d. Regional and sub-regional bodies
- African Union, Arab League, ASEAN / ASEAN Regional Forum, CARICOM, ECOWAS, European Union, NATO, OAS, Pacific Island Forum

e. Other multilateral WMD agencies
- IAEA, CTBTO

f. Technical organisations
- Europol, Interpol, ISO, World Customs Organization

g. Civil society
- Think tanks (arms control, disarmament, non-proliferation, security)
- Chemical Weapons Convention Coalition (CWCC)
- Chemical societies
- IUPAC, national academies of science, Inter-Academy Panel
- Academia and research institutions (chemistry, law, international relations, security studies)

h. News media
- Security and arms control journals
- Wire services
- Reporters for mainstream media covering arms control, security
- Key regional media

i. Host country institutions
- Clingendael Institute, The Hague Municipality, TMC Asser Institute, others

Public diplomacy tools

Public speaking
- Senior management
- Branch heads
- Substantive officers (as appropriate)

PowerPoint presentations
- Highlight core messages
- Use standardised OPCW template with motto
- Provide dynamic content (audiovisual, images, infographics etc)

E-mail correspondence
- Standard footers with motto
- Links to OPCW website and social media sites
- Advertisements for key events

Internet website
- Blogs
- Interactive events pages
- Special features

Social media
- Flickr (photos)
- YouTube (videos)
- Facebook (networking)
- Twitter (announcements)
- LinkedIn (job vacancies)

Media outreach
- Press releases, advisories
- Press conferences, briefings
- 1-on-1 media interviews
- Audiovisual web feeds

Audiovisual products
- Podcasts
- Web streaming
- Mini-documentaries and promos

Publications
- Journal
- Fact Sheets
- Exhibits

TS Visitation Programme
- Open Day (in conjunction with the UN Day of Peace)
- Regular visits by groups such as parliamentarians, young diplomats, academics and students

Evaluation

Continuous evaluation of activities and results will be critical in the early stages to make needed adjustments and ensure long-term success. Some of the evaluation tools that may be used include:

Website
- Use of Google Analytics to monitor and evaluate website traffic, ie visitor count, page views, viewing time, repeat visits, geographic trends, etc.

Social media
- Interactivity and approval on Twitter, Facebook, blogs
- Use of digital footprinting to measure cyber-reach

Mainstream media
- Use of Meltwater News to measure media citations of the OPCW, CWC, chemical weapons and other key terms.

Visitors programme
- Track annual numbers and makeup of groups visits to the TS
- Use feedback forms to evaluate the quality and relevance of presentations.
- Monitor follow-up interaction with visitors via blogs, social media etc.

Stakeholders

- Matrix for monitoring coverage of stakeholder communities and regions by public diplomacy activities.

Events

- Matrix to monitor coverage of all targeted events with public diplomacy activities
- Use of a common metric for measuring and evaluating outcomes of activities.