

Action brief: Noumea Convention Communications Strategy and other related content.

Introduction

As part of the Noumea Convention Workplan and Budget approved by Parties at the 18th Conference of the Parties Meeting, the Secretariat is progressing work for a Noumea Convention Communications Strategy. This is being led by our SPREP Communications and Outreach Unit.

The Noumea Convention is the Pacific Region's component of the United Nations Environment Programme Regional Seas that was launched in 1972. It was adopted in 1986 and came into force in 1990 with two protocols namely the Dumping Protocol and the Emergencies Protocols. The focus of the Noumea Convention is to prevent, reduce and control pollution in the convention area from any source, and to ensure sound environmental management and development of natural resources.

The 12 Parties to the Noumea Convention are Australia, Cook Islands, Federated States of Micronesia, Fiji, France, Republic of Marshall Islands, Nauru, New Zealand, Papua New Guinea, Samoa, Solomon Islands and United States of America.

Development of the Noumea Convention Communication Strategy and other related content will apply a consultative approach through virtual, and where possible face to face means. This will drive ownership noting the implementation of the Communication Strategy will be led by the Secretariat in partnership with all contracting parties.

It is aimed that a draft strategy and brand will be developed for feedback, until endorsement in principle by the end of 2026 with the goal to begin product development in 2027.

By the time of the Noumea COP, the Strategy and Product/Resources will be ready for endorsement and distribution across Members to support their implementation of the Communication Strategy.

About the Communication Strategy

- The Communications Strategy will be friendly and easy-to-use accompanied by implementation plan, complete with a shared monitoring and evaluation approach.
- Proposed targets will be agreed for all Parties to undertake as part of implementation of the Strategy.
- Initial baseline communication activities will be completed (ie website, information sheet, booklet, brand, lanyards for visibility)
- A training/walk-through session will be proposed with Parties during the COP.

Consultative approach

A communications contact point will be requested from each Contracting Party. Their role will be to:

- Act as contact point for all communications regarding the development of the Noumea Convention Communications Strategy and other related content.
- Facilitate input, consultation and discussion from within their national team and stakeholders where needed, and with each iteration of the draft communications strategy and other related content.
- Provide feedback and guidance to the Secretariat as development of the communications strategy and other related content, unfolds and as requested.
- Meet virtually, and/or face-to-face should the opportunity present itself, to consult and help complete the communications strategy and other related content for endorsement.
- Approve and agree on the final communications strategy and other related content to present to the Noumea COP for endorsement.

Proposed timeline – noting this is not fixed and can be amended accordingly

Month	Activity
April - May	<ul style="list-style-type: none"> • Notification to Parties of the action seeking a contact point • Survey distributed to provide content to contribute to foundation of strategy • Skeleton draft strategy developed for input • Sharing of strategy with Contracting Parties comms contact point for input. • Proposed virtual meeting to walk through and garner more comments and guidance for next steps.
June - July	<ul style="list-style-type: none"> • Development of versions 2 and 3 (TBC) of the Communications Strategy for feedback. • Development of product list for discussion and distribution. • Procurement of a graphic designer to start development of brand which will be shared for input as part of consultation. • Procurement of a writer to develop text for product content
August - September	<ul style="list-style-type: none"> • Distribution of version 4 (TBC) of communications strategy for feedback. • Endorsement of brand. • Development of brand templates and text. • Presentation of version 5 (TBC) of the communications strategy and the templates developed through face-to-face session at Nature Conservation Conference
October	<ul style="list-style-type: none"> • Version 6 and final communications strategy for endorsement in principle and agreement on next steps.
2027	<ul style="list-style-type: none"> • Complete the agreed next steps and begin procurement and completion of resources agreed for distribution upon endorsement of the Noumea Strategy and roll out plan.