



Pacific
Community
Communauté
du Pacifique

Communications Plan for the Implementation of the Pacific Regional Culture Strategy

THE PACIFIC CULTURE DECADE

Towards Sustainable Cultural Development

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Suva, Fiji, 2023

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Abbreviations and acronyms

ABS	access and benefit sharing
CCIs	cultural and creative industries
CPAC	Council of Pacific Arts and Culture
CROP	Council of Regional Organisations of the Pacific
FPIC	free, prior and informed consent
FestPAC	Festival of Pacific Arts and Culture
HRSD	Human Rights and Social Development Division
ICH	Intangible cultural heritage
ICIP	Indigenous cultural and intellectual property
IPLCs	Indigenous peoples and local communities
PICTs	Pacific Island countries and territories
PRCS	Pacific Regional Culture Strategy
SPC	The Pacific Community
TEK	traditional ecological knowledge
TK	traditional knowledge
TKEC	traditional knowledge and expressions of culture

Introduction

This *Communications Plan* is an instrument designed to support the socialisation and implementation of the intended outcomes of the *Pacific Regional Culture Strategy (PRCS) 2022–2032*. The PRCS is mandated by Pacific Island governments through the biennial Pacific Ministers of Culture Meeting and is coordinated by the Council of Pacific Arts and Culture (CPAC). The draft Pacific Regional Culture Strategy 2022–2032 was developed by the Culture Working Group and endorsed by CPAC for in-country national consultations between November 2020 and June 2021.

The PRCS takes a future-focused perspective of our Pacific cultural story and provides a foundation for investment, development, and growth within the culture sector, cultural and creative industries and across national and regional development priorities. It recognises distinct priorities of each Pacific Island country and territory (PICT) and identifies where stakeholders can work together, drawing on shared cultural values and areas of interest.

Purpose and objectives of the Pacific Regional Culture Strategy

This *Communications Plan* aims at increasing the visibility of the PRCS to SPC member countries, Pacific culture and cultural institutions, Council of Regional Organisations in the Pacific (CROP) agencies and to donors and partners. It specifies the intended approach for dissemination, communication and visibility of the PRCS, describes the objectives and tools for achieving them during implementation, and provides an indication of required resources to implement the activities.

Purpose of the Communications Plan

The overall purpose of this *Communications Plan* is to promote activities and successful outcomes of the PRCS in compliance with the Pacific Community (SPC) communication and visibility requirements and guidelines.

Communications and visibility mission statement

To create a sustainable communication platform highlighting the Pacific cultural story and to provide a foundation for investment, development and growth within the culture sector, and across national and regional development priorities in the region.

In line with this mission statement, the SPC Human Rights and Social Development (HRSD) Division, as the lead implementing agency of the PRCS, will coordinate, develop, and disseminate regular information about the PRCS. The objective of the PRCS Communications Plan is to create wide stakeholder awareness and understanding of:

1. the PRCS, its purpose and intention;
2. the importance of culture as identity, as a vector and enabler for development, and for holistic social development and wellbeing; and,
3. the outcomes of the two five-year phases of implementation of the PRCS.

These objectives will be achieved over the duration of the first implementation cycle from 2022 to 2027. A second communications plan will be developed for the second implementation cycle of the PRCS.

Target groups

The main aim of the PRCS is to highlight *the Pacific cultural story and provide a foundation for investment, development, and growth within the culture sector and across national and regional development priorities in the region.*

The key audience of this plan includes but is not limited to:

- Pacific Island countries and territories
- PICTs ministries/departments of culture
- SPC regional member countries
- government agencies and officials
- CROP agencies
- partner organisations and institutions
- donors
- non-governmental agencies
- cultural institutions
- cultural producers
- artists' associations
- youth and youth groups (including out-of-school young people)
- women (and isolated groups)
- cultural groups
- small/medium businesses
- community groups
- academics
- researchers
- public
- public and private educational institutions
- media.

PRCS branding

The SPC brand (colours, font) and editorial style will be used in all the PRCS communication products, and all communications activities will strictly adhere to the requirements of SPC's visual identity and style guidelines.

Language

The PRCS is regional in scope, extending to all Pacific Island countries and territories. Each country has their own language and, in many cases, multiple regional dialects. Wherever possible, communications materials will be produced in local languages to best capture the true essence of specific cultures and enable the fuller participation of marginalised communities. However, English and French will be the primary languages to ensure accessibility across all countries and territories; all communications material will be available in English and French, in addition to any alternative original form. To ensure inclusivity, communication materials will also be made available in accessible formats for persons with disabilities.

Key messages

The key messages will be adapted as necessary to suit the interests and level of understanding of the various audiences. The list below will serve as a basis for communications. It is not intended as an exhaustive list and communication messages may be adapted or changed during the implementation of PRCS. The following are key messages that will be used to present the strategy and are aligned with the PRCS priority areas:

Culture policy frameworks

- The PRCS is aligned with, and complements, other regional commitments including the Pacific Framework for Regionalism (2014); SAMOA Pathway (2014)¹; the Pacific Roadmap for Sustainable Development (2018); Pacific Regional Education Framework (2018–2030); Pacific Sustainable Tourism Framework (2021), draft Regional Kava Development Strategy, draft Pacific Islands Private Sector Strategy, Pacific Leaders Ocean Statement (2021) and 2050 Strategy for the Blue Pacific Continent.
- Culture is recognised as a driver, vector, enabler, and catalyst for sustainable development.
- The PRCS is a foundational guide to inform national policy development at the strategic level and support national culture initiatives and activities.
- Pacific ways of knowing and doing are foundational to cultural development, and for sustainable social, economic, and environmental development.
- The relevance of traditional knowledge (TK) and traditional knowledge and expressions of culture (TKEC) cuts across all sectors. There is increased and growing interest in making TK accessible to new areas in development and commercial enterprise necessitating the protection of intellectual property and collective ownership of TK. These protective and safeguarding intentions can only be achieved through the development of national and regional mechanisms that protect the collective intellectual property (IP) and Indigenous cultural and intellectual property (ICIP) of Pacific peoples. Such mechanisms must ensure free, prior, and informed consent (FPIC) and the allocation of equitable access-benefit sharing (ABS) for Indigenous peoples and local communities (IPLCs).
- TK and Indigenous knowledge systems (IKS) are viewed as complementary to western knowledge systems and provide the opportunity to adapt and develop unique home-grown, and locally led Pacific solutions to ongoing contemporary challenges such as climate change mitigation and adaptation, disaster risk management, land-use and management, ocean management, sustainable food systems/security and the promotion of healthy living to combat health issues such as non-communicable diseases.

¹ Small Island Developing States Accelerated Modalities of Action

Cultural heritage

- The PRCS acknowledges the Pacific cultural custodianship of the world's largest, most peaceful, and abundant ocean, its many islands, rich diversity of cultures and Blue Pacific identity. Pacific cultural identities are tied to a sacred connection to the land, sky, and sea, and includes the cultural roles of indigenous peoples as custodians. These relationships define their identity and connection to place and space.
- The PRCS celebrates and draws strength from the culture and traditions, languages, social values and religious freedoms and beliefs that bind citizens and communities together, providing sustenance, social stability, and resilience.
- The PRCS is a commitment to a shared responsibility for our significant terrestrial and oceanic resources, which provide livelihoods and opportunities for sustainable development.
- Preserving cultural heritage is an important aspect of cultural development and for achievement of the broader Sustainable Development Goals.
- Safeguarding intangible cultural heritage (ICH) in general and more specifically TKEC is central to sustaining and promoting vibrant and visible cultures.
- In the Pacific, cultural and natural heritage are closely intertwined and difficult to segregate. For this reason, safeguarding initiatives are often framed holistically, integrating cultural heritage and the natural environment.
- Climate change is considered the greatest threat to survival in the wider Pacific region and has serious implications for cultural and natural heritage loss and displacement of local communities. At the same time, TK offers insight into cultural practices, knowledge and skills that may be used to inform conservation, mitigation and adaptation strategies.

Cultural wellbeing

- Culture is integral to human rights and social development in the region.
- Pacific cultures and values are enablers for the promotion of human rights, cultural rights, gender equality and social development in the region.
- Opportunities exist for PICTs to draw on inclusive Pacific cultural values in building resilience for sustainable development to address social norms and practices that have been detrimental to the wellbeing of our people, including those in rural and remote communities, the elderly, youth, women, LGBTQI+, people living with disabilities and other marginalised groups.
- COVID-19 has severely affected income generation from the cultural and creative industries. At the same time, culture has inspired innovative responses to the pandemic, in some instances through a return to rural communities and the use of TK and practices for sustainable livelihoods.
- SPC respects the diversity of Pacific peoples and cultures, drawing on Pacific cultures and contexts to strengthen local development efforts.
- SPC's engagement in the region is guided by Pacific cultural values that emphasise the importance of relationships, interdependence, and reciprocity.

Cultural innovation

- The cultural and creative industries (CCI) offer a unique socio-economic opportunity for cultural and creative producers to earn sustainable livelihoods and for national economic growth.
- Culture and tourism have a mutually reinforcing relationship. While recognising the economic contribution of cultural tourism, sustainable tourism also has a role to play in the safeguarding of both tangible and intangible cultural heritage. Tourism provides multi-level socio-economic benefits to the culture sector, CCIs and local communities.
- SPC will pursue efforts to grow Pacific ways of knowing and doing and will facilitate dialogues on safeguarding culture and equitable use of traditional knowledge that ensures appropriate recognition and compensation for communities through the PRCS.
- The growth of the culture sector, CCIs and culture as a development priority will be dependent on continuous and sustained investment from both public and private sector arrangements.
- Pacific CCIs have untapped potential for sustainable livelihoods and national economic growth benefits.
- Targeted initiatives such as tax incentives and targeted support for small and medium enterprises (SMEs), cottage industries and eco-tourism ventures are essential to support local industry.
- The private sector is an important partner in the implementation and delivery of the PRCS. The sector comprises employers and investors.
- There are opportunities for closer alignment with the Pacific Islands Private Sector Strategy, linking to trade and business opportunities, as well as with other sectors.

Cultural statistics

- PICTs are interested in generating culture data for quality decision making.
- Cultural statistics provide invaluable data about the status of culture, CCIs and about the impact of culture in social and economic development.
- Cultural statistics/data are necessary to enable informed and evidence-based investment and decision making.
- Capacity strengthening is necessary to facilitate the collection, dissemination, and use of culture statistics so that countries and agencies can fully benefit from quality and robust, relevant, reliable, and current data.
- Mechanisms will be required to ensure due care and consideration around the sensitivities of data sovereignty.
- There is a need for cultural statistics about the culture sector itself, CCIs as well as cross-sectoral interests such as data about education, land-use and management and humanitarian disasters such as COVID-19, climate change and natural disasters.

Cross-cutting areas

Social inclusion

- Pacific cultures are relational and promote the value of positive relationships and human dignity.
- Gender equality and social inclusion are important aspects of the culture inclusion work of the PRCS.
- The PRCS advocates the use of culture as a positive tool to promote a culture-for-all approach, regardless of gender, age, or disability.
- Opportunities exist for PICTs to draw on inclusive Pacific cultural values in building resilience for sustainable development to address social norms and practices that have been detrimental to the wellbeing of our people including those in rural and remote communities, the elderly, youth, women, LGBTQI+, people living with disabilities and other marginalised groups.
- Violence against women is not part of Pacific cultures. Pacific culture and religion should never be an excuse for violence against women.

Youth

- Youth continue to be under-resourced and undervalued as integral components of sustainable development and advocacy and awareness must be raised to ensure greater recognition in this area.
- Intergenerational dialogue and learning are critical to ensure the transmission of knowledge and skills to Pacific children and youth. Wide access to targeted programmes such as youth leadership, mentorship, entrepreneurship, and capacity strengthening of young people are particularly important and should include urban, rural, and remote communities as well as out-of-school youth.

Research

- There is currently a dearth of research regarding the state of Pacific culture, CCI and culture for development in PICTs. Research is needed in all priority areas: cultural policy frameworks, cultural heritage, cultural wellbeing, cultural innovation and cultural statistics.
- Research provides a deeper understanding of the gaps, challenges and opportunities for growth in the culture sector and the CCIs, particularly in relation to social and economic impacts and benefits and for safeguarding interests.
- Research on the impacts of COVID-19 on the culture sector, CCIs and related sectors can inform COVID-19 recovery and response planning.
- Research protocols and ethical guidelines, funding and support for culture research will help generate knowledge about culture and the CCIs and awareness of the benefits and contributions of culture to sustainable development.

Capacity strengthening

- The PRCS is a commitment to strengthening capacity and is intended to assist PICTs to achieve their respective culture development priorities.
- To achieve the PRCS' intention as a foundation for investment, development and growth within the culture sector and across national and regional development priorities, increased advocacy, awareness, capacity strengthening, and training is necessary.
- There is a need for capacity strengthening across all priority areas: cultural policy frameworks, cultural heritage, cultural wellbeing, cultural innovation, and cultural statistics.

Communication channels and tools

On-going compliance with SPC communications and visibility guidelines, including seeking approval from the Corporate Communications teams as and when necessary.

Communication channels

The following communication channels will be utilised:

- SPC website <https://www.spc.int/> and the web page of the HRSD [division](#).
- SPC and HRSD websites' events calendars. The HRSD web page will host all relevant PRCS information, knowledge products, media information, outputs, and resources.
- SPC social media accounts (Facebook, Twitter, YouTube, Instagram, LinkedIn, etc.).
- SPC newsletter.
- Regular reporting and updates will be provided by SPC to the Culture Working Group, CPAC and the Ministers of Culture and at the regional level, through the CROP network to ensure that all stakeholders are kept up to date on progress of the PRCS and have the necessary opportunities for inputs.
- Local traditional mainstream media channels to disseminate information at national and regional level.
- Member countries' assistance will be sought to use national mainstream media to communicate PRCS information to local audiences.
- UNESCO Apia Office assistance in dissemination through the UNESCO network.
- CROP support in dissemination of key messaging wherever possible.

Communication tools

Guided by the SPC branding guidelines and visibility requirements, the tools for communication are designed to ensure inclusion and accessibility. They include:

- Media releases, feature articles and web stories.
- Multimedia tools including videos (interviews), photo stories, digital storytelling, and infographics.
- Videos will be produced primarily for two purposes throughout the implementation of PRCS: one is to explore through the videos how PRCS empowers Pacific cultures and communities and secondly to get greater visibility and awareness of the PRCS through regular posting on SPC's social media platforms. All videos will include either subtitles or the use of sign language interpretation.
- Radio will be leveraged through opportunities for radio talkback shows and podcasts will be explored to ensure PRCS outcomes and visibility among target groups with limited internet access.
- Journal articles or opinion-editorials (op-eds): Opportunities will be explored to author journal articles and opinion-editorials on emerging issues in the Pacific in relation to Pacific culture. The aim is to raise visibility of the PRCS implementation over the three-year period and advance understanding around these topics.

- Brochures, posters, and other PRCS-specific paraphernalia.
- Visibility materials, such as electronic backdrops and printed banners as and when necessary. Special care will be taken to ensure any material produced will be accessible to persons with disabilities.
- Livestreaming related events on SPC websites, social media channels and YouTube platforms.
- Academic journal articles, policy briefings and presentations (including conference attendances).
- The development and use of contextual tools for engagement with specific target groups including child-friendly and child-sensitive tools and communication tools to help disseminate messages in audiences of persons with disabilities.
- Utilise Pacific arts and culture as a communication tool at regional and international convenings and meetings to harness cultural power in highlighting key messages around issues such as climate change, biodiversity, culture loss, human rights, etc.

Linking and tags

Suggested hashtags for social media

Below are some suggested hashtags for PRCS. The chosen hashtag will be used throughout the lifetime of the PRCS to create an index of materials and a forum for discussion. The selected phrase aims to compliment the work HRSD will do to highlight the PRCS.

The main hashtag is: #PacificCultures and can be used with other event-based or PRCS hashtags, depending on the context.

#PacificRegionalCultureStrategy

#PacificCultures2032

#PacificCultureDecade

Key communication activities | Phase 1: 2022–2027

Communications and Knowledge Management Strategy

The following Communications and Knowledge Management Strategy covers the first five-year phase of the PRCS. A second communications plan will be developed for the second implementation cycle of the PRCS.

2022–2023	
PURPOSE	To create wider stakeholder awareness and understanding of the PRCS, its purpose and intention.
OUTCOME	<i>Increased awareness, advocacy, understanding and support for PRCS</i>
Activities	Target groups
<ul style="list-style-type: none"> • Publication of PRCS, launch and distribution to PICTs and other stakeholders. • General and specific messaging in all communication materials and products for first PRCS Implementation Plan • Adoption of a thematic approach, taking a different culture theme for each year of the PRCS, which will help frame and shape messaging at the national and regional level. • Inclusive messaging and communication tools and platforms to focus on children, youth, women, the elderly, people with disabilities and the LGBTQI+ communities. • Launch of PRCS to coincide with initial culture multimedia products produced by SPC, including: <ul style="list-style-type: none"> - Short promotional videos on PRCS; - Pacific culture flyers for electronic distribution and limited print editions; - Webinar series on culture and development/potential collaboration between Pacific Islands Forum Secretariat (PIFS), SPC and Pacific Tourism Organisation (SPTO) within the Blue Pacific Talanoa Series, linking culture to trade and economic development, tourism and other priorities. • Establish connections with PIFS Pacific Ocean Alliance via the Traditional Knowledge Network, SPREP traditional knowledge area of work, SPTO sustainable cultural tourism and the International Union for Conservation of Nature (IUCN) natural heritage and regional world heritage agenda • Establish regional Pacific Artist Network and e-distribution list • Begin preliminary work towards the first <i>State of Pacific Arts and Culture Report</i> 	<p>Pacific culture stakeholders:</p> <ul style="list-style-type: none"> • Line ministries and national agencies • CROP agencies • Development partners • International organisations • Creative and cultural producers
<ul style="list-style-type: none"> • Countries begin working on translations of culture messaging into local languages • Use of local mainstream media (print/radio/TV/social media) • Countries establish national artist network and e-distribution list • Produce visibility materials to promote virtual and in-person convening of the inaugural Youth Ambassador programme for FestPAC 	<ul style="list-style-type: none"> • General public • Creative and cultural producers • Pacific youth and public

2024–2025

PURPOSE	To create wide stakeholder awareness and understanding of the importance of culture as identity, and as a vector and enabler for development and for holistic social development and wellbeing.	
OUTCOME	<i>Increased awareness and advocacy for PRCS, increased understanding of the critical role of culture in personal, communal and national wellbeing and sustainable livelihoods.</i>	
Activities	Target groups	
<ul style="list-style-type: none"> • Creation and dissemination of publication and short promotional video testimonies/statements on the next generation of custodians themed around the 2050 Strategy for the Blue Pacific Continent and the importance of the culture and creative industries and linking to the SPTO Sustainable Tourism Framework and other relevant regional plans. • Creation of animation series featuring Pacific stories of development, culture and the arts as teaching tools that may be streamed via social media, on local TV channels and used as teaching tools in primary school. • First round of baseline culture statistics input into the SPC Pacific Data Hub repository. • Webinar series continues. • Pacific Art and Culture Symposium. • Launch of <i>State of Pacific Arts and Culture Report</i> at FestPAC. 	<ul style="list-style-type: none"> • Pacific youth, artists, and cultural producers • Pacific children and their families • Pacific culture stakeholders 	
<ul style="list-style-type: none"> • Engage with Pacific Youth Council, national youth councils and artists in intergenerational dialogue for cultural transmission and sharing of experiences and testimonies at national and regional level. • Communication activities for the Youth Ambassador Programme as part of FestPAC 2024. • Produce short video clips exploring the relationship between culture and good governance in the Pacific. 	<ul style="list-style-type: none"> • Pacific youth, artists, and cultural producers • Policymakers, leaders, Pacific governments and the general public 	

2026–2027

PURPOSE	To create wide stakeholder awareness and understanding of the outcomes of the first phase of the PRCS and of the intention of the second phase	
OUTCOME	<i>Increased understanding of the benefits and far-reaching impact of culture in development, achievements of the first phase of the PRCS, lessons learned, and challenges faced and garner support for PRCS Phase 2.</i>	
Activities		Target groups
<ul style="list-style-type: none"> • Begin working with countries towards messaging around the second PRCS Communications Plan. • New set of Pacific culture flyers for e-distribution and limited print editions. • Second round of baseline culture statistics input into the SPC Pacific Data Hub repository. • Webinar series continues. • Continue work towards animation series featuring Pacific stories of development, culture and the arts as teaching tools that may be streamed via social media, on local TV channels and used as teaching tools in primary schools. • Creation of communications materials including reports, videos, and other collateral to measure the impact of the PRCS in member countries and territories. 		Pacific culture stakeholders

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