

Communications and Engagement Strategy

2026 – 2033

Weather Ready Pacific Programme

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Acronyms

CKMO	<i>Communications and Knowledge Management Officer</i>
COSPPac	<i>Climate and Oceans Support Program in the Pacific</i>
DFAT	<i>Department of Foreign Affairs and Trade (Australia)</i>
EW4All	<i>Early Warnings for All (UN Initiative)</i>
ESS	<i>Environmental and Social Safeguards</i>
GEDSI	<i>Gender Equality, Disability and Social Inclusion</i>
GRM	<i>Grievance Redress Mechanism</i>
MERL	<i>Monitoring, Evaluation, Reporting and Learning</i>
MERLA	<i>Monitoring, Evaluation, Reporting, Learning and Accountability</i>
MFAT	<i>Ministry of Foreign Affairs and Trade (New Zealand)</i>
MHEWS	<i>Multi-Hazard Early Warning Systems</i>
NDMOs	<i>National Disaster Management Offices</i>
NMHSs	<i>National Meteorological and Hydrological Services</i>
OPDs	<i>Organisations of Persons with Disabilities</i>
PMC	<i>Pacific Meteorological Council</i>
PMMM	<i>Pacific Meteorological Ministers Meeting</i>
PMU	<i>Programme Management Unit</i>
PPCM	<i>Pacific Partnership Coordination Mechanism</i>
PSEAH	<i>Protection from Sexual Exploitation, Abuse and Harassment</i>
SDGs	<i>Sustainable Development Goals</i>
SOFF	<i>Systematic Observations Financing Facility</i>
SPC	<i>Secretariat of the Pacific Community</i>
SPREP	<i>Secretariat of the Pacific Regional Environment Programme</i>
WISER	<i>Weather and Climate Information Services (United Kingdom)</i>
WMO	<i>World Meteorological Organization</i>
WRP	<i>Weather Ready Pacific</i>
WRP PM	<i>Weather Ready Programme Manager</i>

1. Purpose

This Strategy sets out how the Weather Ready Pacific (WRP) Programme communicates, with communities, partners, governments, and donors, to support the sustainability of Pacific hydrometeorological and multi-hazard early warning systems (MHEWS) from 2026 to 2033.

Communications under WRP is not a visibility add-on. It is a strategic enabler of trust, Pacific ownership, sustained financing, and community preparedness.

This Strategy aligns with:

- WRP Sustainability and Programme Results Framework
- WRP Monitoring, Evaluation, Reporting and Learning (MERL) Framework
- WRP Environmental and Social Safeguards (ESS) Framework
- SPREP Strategic Plan and Communications Strategy
- Pacific Meteorological Council (PMC) & Pacific Meteorological Ministers Meeting (PMMM) mechanisms
- 2050 Strategy for the Blue Pacific Continent
- Sendai Framework, EW4All Initiative, and Sustainable Development Goals (SDGs)

2. Strategic Outcome

Pacific hydrometeorological and multi-hazard early warning services, through the Weather Ready Pacific Programme, are trusted, understood, accessible, and sustainably supported with strong two-way communication and stakeholder engagement.

The implementation of this strategy will contribute to sustainability by:

- Improving visibility and understanding of the benefits of MHEWS
- Strengthening political and institutional support for sustained financing
- Enabling Pacific ownership and leadership
- Embedding community feedback loops (the cycle of sending a message, receiving a response, and adjusting based on that response) into service design
- Ensuring community voices shape both services and reporting, by supporting stakeholder feedback loops that feed into WRP's MERL processes
- Supporting Track 1 sustainability roadmaps and Track 2 mainstreaming (see Section 7)

3. Communications Objectives (CO)

	Objective	What this means
CO1	Increase Programme Visibility	Position WRP as a flagship Pacific-led initiative. Demonstrate impact at national, regional, and international levels to build credibility and sustained investment. This includes communicating those successful outcomes and driving ownership.
CO2	Strengthen Trust & Understanding	Sufficient support is provided to Pacific National Meteorological and Hydrological Services' (NMHSs) to ensure forecasts, warnings, and services are clear, accessible, culturally relevant, and actionable for all communities, including last-mile and vulnerable groups.
CO3	Support Sustainability Benchmarks	Through targeted messaging to donors and decision-makers, reinforce the case for predictable financing, asset management, Pacific capability, and institutional ownership.
CO4	Embed Two-Way Communication	Move from information 'push' to active listening, adaptation, and stakeholder feedback integration. Prioritise community voice in service design (eg. building feedback loops).
CO5	Strengthen Internal Alignment	Improve coordination and consistent messaging between NMHSs, regional partners, donors, and implementing agencies.

WRP Programme Results Framework Alignment

This Communications Strategy is grounded in the WRP Programme's Results Framework, which is organised across six Key Result Areas (KRAs). Each KRA either generates content that needs to be communicated, or represents communications work in its own right. The table below maps each KRA to its primary role within this Strategy.

KRA	KRA Title	Role in Comms Strategy	Linked Comms Objectives (CO)
KRA 1	Governance, Management and Coordination	Programme comms: steering committee meetings, PMC biennial meetings, consultations, and PMU visibility all require coordinated communications planning and consistent programme identity.	CO1, CO5
KRA 2	People Capability	Visibility milestone comms: training achievements, twinning programmes, and leadership development are high-value human interest content for donors and regional audiences.	CO1, CO3
KRA 3	Observation Network Infrastructure	Visibility milestone comms: installation of infrastructure (weather stations, radars, tide gauges) provides tangible, photogenic proof	CO1, CO3

KRA	KRA Title	Role in Comms Strategy	Linked Comms Objectives (CO)
		points for donor reporting and impact stories.	
KRA 4	Forecasts and Warnings Production	Core comms output: the Pacific Weather Exchange, integrated forecasting platform, and automated products are information delivery infrastructure that must be positioned, branded, and explained for technical and non-technical audiences alike.	CO1, CO2, CO3
KRA 5	Communication and Delivery of Forecasts and Warnings to End-users	This KRA is comms: impact-based, location-specific warning delivery in partnership with NDMOs and MHEWS partners, incorporating traditional knowledge, is a core comms pillar of this Strategy.	CO2, CO4, CO5
KRA 6	Hazard Risk Information and Preparedness	Strategic comms: awareness campaigns, risk knowledge products, and embedding NMHS roles in response plans inform audience segmentation, channel selection, and behaviour-change messaging across this Strategy.	CO2, CO4

KRAs 5 and 6 are not merely inputs into this Strategy; they are communications work in their own right. The CKMO will maintain active coordination with KRA leads across all six areas to ensure comms planning is integrated from the outset of each workstream, not applied retrospectively.

4. Core Narrative & Key Messages

Core Message

Weather Ready Pacific is a Pacific-led regional climate and disaster security and resilience initiative that strengthens early warning systems, safeguards economies, and protects lives across the Blue Pacific.

Tagline: "Early warnings save lives. Pacific leadership sustains them."

All WRP communications content should be:

Accessible ✓	Credible ✓	Actionable ✓	Timely ✓	Inclusive ✓	Pacific-owned ✓
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These six content qualities align with the definitions used in the WRP MERL Tables and should guide how all communications content is produced, pre-tested, and distributed across channels.

Audience-Specific Messages

Audience	Their Driver	Our Message
Pacific communities	Access to reliable, actionable information protects lives and livelihoods.	Act early. Stay safe. Your Met Service, backed by WRP, gives you the information you need before a cyclone, flood, or drought strikes.
NMHSs	Recognition, resources, and technical credibility.	WRP invests in you, your skills, your systems, your sustainability. You are the backbone of Pacific early warning.
Pacific governments & ministers	National security, economic protection, regional credibility.	Investing in MHEWS is investing in national security.
Donors	Demonstrable impact, value for money, and sustainability.	WRP delivers results that last. We are shifting from project-based upgrades to long-term Pacific-owned systems. Your investment builds permanence through sustainability.
Regional & international partners	Coordination, complementarity, and Pacific ownership.	WRP strengthens regional coherence. We align with EW4All, the Blue Pacific Strategy, and Sendai. We amplify your work.
Media	Compelling stories with real stakes.	Real people. Real warnings. Real lives saved. Pacific Met Services are doing extraordinary work and WRP is helping them sustain it.
SPREP Internal Programmes	SPREP depends on effective climate and weather information. WRP provides that.	WRP's climate and weather intelligence makes your work more effective, more credible, and more resilient.

5. Stakeholder Map

Understanding our primary and secondary audiences is key to effective, targeted communication.

Primary Audiences ⇒ Direct beneficiaries and partners	Secondary Audiences ⇒ Decision-makers and enablers
<ul style="list-style-type: none"> National Meteorological and Hydrological Services (NMHSs) National Disaster Management Offices (NDMOs) Pacific communities, including last-mile, women, persons with disabilities, youth Media organisations, radio, TV, print, online 	<ul style="list-style-type: none"> Pacific Meteorological Ministers Meeting (PMMM) and Pacific Meteorological Council (PMC) Pacific Islands Forum Leaders Donor governments (WISER/UK, DFAT, MFAT, and others) Regional agencies, SPREP, SPC, WMO, SOFF

<ul style="list-style-type: none"> Civil society organisations and Organisations of Persons with Disabilities (OPDs) 	<ul style="list-style-type: none"> WRP implementing partners and internal PMU team
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6. Communication Channels

WRP will leverage existing platforms, and support or enhance communication structures. All channels must be GEDSI-aligned and multi-modal.

Channel	What We Use It For	Notes
Digital, SPREP website & eventually, WRP's website	Programme news, web stories, impact reports, resource library	Primary online home. Updated monthly.
Social media (via SPREP, partners, and Pacific NMHSs)	Event coverage, quick updates, Champion messaging, WMO Day	No standalone accounts initially. Amplify via partners.
Pasifika Met Newsletter	Runs monthly, WRP have secured a quarterly headline feature including special occasions/events	CSI Comms managed. Email distribution via Mailerlite. Subscription open.
Video & YouTube (SPREP channel)	Investment pitches, Short-form explainers, Champion messages, community stories	Subtitled. Mobile-optimised. YouTube channel recommended.
Events: Steering Committee Meetings, PMC, PMMM, UNFCCC COP, WMO Day, others (calendar mapping)	High-level visibility, political advocacy, donor engagement	Leverage existing events. Minimal new event creation.
Annual WRP Impact & Sustainability Report	Comprehensive results for donors and steering committee	Released Q1 each year. Also summarised as a 2-page brief.
Policy briefs & infographics	Donor and government messaging on investment case	Plain language. Decision support tools aligned with governance moments: briefing Ministers. 1–2 pages max. Infographics to be visually driven.
Radio & print, national media, music	Community-level awareness through trusted channels, including music with the aim of introducing new means of connection and transformation.	Especially critical in low-connectivity Pacific contexts.

7. Engagement Framework

WRP follows a five-step communications cycle aligned with regional best practice:

Step	What We Do
PLAN	Identify priority stakeholders and sustainability challenges. Map audiences. Align messaging to Track 1 & Track 2 benchmarks.
COMMUNICATE	Deliver consistent, accessible, culturally relevant messaging across channels. Showcase impact stories. Promote Pacific leadership.
LISTEN	Conduct regular feedback loops with communities, NMHSs, and partners. Track trust indicators. Integrate community insights.
ADAPT	Adjust services and messaging based on monitoring and feedback. Revise roadmaps where necessary.
PARTNER	Build enduring, trust-based relationships aligned with Pacific values such as “teu le va” (nurture relationships). Avoid top-down communications.

8. GEDSI in Communications

GEDSI is not a checklist, it shapes how WRP communicates at every level. All content must:

- Use plain language, local languages where feasible, and visual formats for low-literacy audiences
- Reflect diversity in imagery, gender balance, age range, persons with disabilities, in active roles
- Include subtitles and alt text in digital content
- Pre-test messages with marginalised communities before wide dissemination
- Avoid sensationalised disaster imagery or deficit framing of Pacific communities
- Ensure women, OPDs, and community representatives are quoted and credited in stories
- Conduct quarterly audits against the WRP GEDSI Checklist, in line with MERL indicators
- Ensure alignment with the WRP ESS Framework

9. Governance & Approval

Communications is coordinated by the WRP Communications & Knowledge Management Officer (CKMO) through:

- WRP Programme Management Unit (PMU), overall guidance and integration
- WRP MERLA Officer, joint lead with the CKMO on translating MERL findings into communications products, managing the five WRP story types (Learning, Performance, Impact, Most Significant Change, Case Study), and closing community feedback loops (luva).
- SPREP Communications Division, branding clearance and institutional alignment
- NMHS Communications Officers, national-level amplification
- WRP Steering Committee, oversight, strategic direction
- PMC and PMMM, high-level political visibility and reporting

CKMO–MERLA Officer Coordination. The CKMO and MERLA Officer are joint leads on knowledge management and learning communications. MERL findings will be reviewed together and translated into the appropriate story type for the relevant audience. Community feedback gathered through MERL will inform messaging adaptation. The flow of MERL findings into communications products, and the joint management of the five story types, will be documented in the Operations Manual and the MERL Workplan.

PPCM Dashboard. The PPCM Dashboard – which will display WRP’s 15 Headline Indicators once Steering Committee-approved – is a communications function. A clear, documented process between the CKMO and MERLA Officer is required to ensure indicators are populated in a timely and consistent way, before the Dashboard goes live.

All major publications, media releases, and donor-facing content require Programme Manager review, SPREP Communications clearance and Climate Science and Information Programme Director approval.

10. Monitoring & Evaluation

Monitoring and evaluation are essential for ensuring the success of projects by providing real-time data, fostering accountability, and enabling continuous improvement.

The visibility metrics in this table are internal operational measures. Not all comms metrics are elevated to programme-level MERL indicators, and this is intentional. Where comms activities contribute to MERL outcome indicators, this is noted in each row. It is important to distinguish between metrics that are currently reportable and those that require further MERL infrastructure. Several MERL indicators remain at Category C – meaning data collection tools do not yet exist; these are flagged below. Visibility metrics will be reported in a dedicated Communications and Visibility section of the Annual WRP Impact and Sustainability Report. The timing of this report (released Q1 each year) will be coordinated with the MERL reporting schedule and Steering Committee approval cycle to avoid mixed messages.

Area	Indicators	Measurement
Visibility	Media mentions; social engagement; website traffic; newsletter open rates	Quarterly analytics report. Visibility metrics are internal operational measures. They contribute to MERL indicators B30, B32, and B33, which are reportable through the MERL system.
Trust	Stakeholder surveys; community feedback integration rates, evaluation surveys after major workshops and trainings. Survey methodology will be co-developed with the MERLA Officer and aligned with MERL indicators C11	Annual survey + MERL reporting (Steering Committee reporting). Contributes to MERL indicators C11 and C12 (Category C – not yet reportable; tools under development).

	and C12. Note: C11 and C12 are currently Category C – the survey tools do not yet exist and will be designed collaboratively with WRP’s MERL team, COSPPac, EW4All, and national agency partners. Until those tools are in place, internal feedback mechanisms will serve as proxy measures.	
Sustainability	Evidence of MHEWS integration in national budgets; funding predictability; asset uptime also capacity retention	Track 1 Roadmap reporting
Behavioural Change	Case studies of forecast/warning use; evidence of preparedness actions. WRP uses five story types from the MERL Framework – Learning, Performance, Impact, Most Significant Change, and Case Study – each serving a different communication purpose. Story selection and dissemination managed jointly by CKMO and MERLA Officer. Contributes to MERL indicators C7 and C13.	Annual Impact Report
Inclusivity	Materials in accessible formats; GEDSI checklist compliance	Quarterly audit against the WRP GEDSI Checklist, contributing to MERL indicators B40, B41, and A10.

10.1 Sustainability Communications

WRP's sustainability work operates across *two tracks* that together aim to ensure Pacific weather and early warning services endure beyond the programme's funding period.

Track 1 focuses on the structural foundations: securing formal government ownership of weather infrastructure and establishing long-term, predictable financing so that Pacific Met Services are no longer dependent on project-by-project donor support. This involves targeted engagement with Pacific governments and Departments of Finance through *two roadmaps*, the Capacity Development and Training Roadmap, and the **Sustainability Roadmap**, which will come into focus from around 2028.

Track 2 focuses on mainstreaming: embedding weather and early warning services into the everyday systems of Pacific nations: national budgets, legislation, disaster risk frameworks, and land use planning, so that these services become a standard, expected function of government rather than a programme-dependent one.

Together, **Track 1** and **Track 2** are the backbone of WRP's sustainability agenda. Communications play a distinct role in both: supporting the politically sensitive stakeholder engagement that Track 1 requires, and amplifying the integration stories and policy wins that Track 2 generates.

10.2 Evaluation Communications

WRP mid-line and end-line evaluations will produce findings with direct implications for donor reporting, financing decisions, and Track 1 roadmap reviews. The Sustainability Framework expects these evaluations to examine the sustainability and resilience of Pacific hydrometeorological services closely, and for findings to feed back into the framework itself.

Prior to each evaluation, the CKMO will develop an evaluation communication plan covering how findings will be packaged and communicated to each key audience – donors, Pacific governments, communities, and regional partners. This plan should include accessible formats aligned with GEDSI principles and should address the implications of evaluation findings for ongoing Track 1 roadmap communications.

11. Conclusion

Communications under WRP is a sustainability instrument. By embedding two-way communication, strengthening trust, supporting Pacific leadership, and aligning with sustainability benchmarks, WRP will ensure:

- Services endure beyond project cycles
- Financing becomes more predictable
- Institutions are strengthened and owned by Pacific nations
- Communities trust and act on weather warnings

Totō hau tōkiga nei, aua na tupulaga e fāi mai
Plant a seed today for future generations.

Annex 1: Visual Branding & Identity Guidelines

1. Brand Positioning

Weather Ready Pacific is a Pacific-led sustainability initiative for Climate and Disaster Security - a life-saving regional investment, not a campaign. All visual materials must project:

Authority	Trust	Clarity	Pacific Leadership	Technical Credibility	Inclusiveness
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Do not: use campaign-style slogans, political party colours, personality-driven imagery, or materials that appear donor-branded rather than Pacific-owned.

2. Colour Palette

The WRP palette is drawn from the logo itself - Pacific ocean tones anchored by the wave, sail, birds, and tapa pattern. Every colour has a cultural or visual source.

Colour Name	HEX · RGB	Primary Use	Logo Origin
Deep Navy	#1D3A6A · 29, 58, 106	Backgrounds, banners, headings	Wave
Pacific Teal	#3A8C8C · 58, 140, 140	Subheadings, accents, tables	Programme name
Tapa Red	#A63228 · 166, 50, 40	Alerts, callouts, key borders	Tapa/sennit pattern
Terracotta	#8B5E3C · 139, 94, 60	Secondary accents, infographics	Sail, boat, people
White	#FFFFFF	Backgrounds, reversed text	Reversed version
Light Grey	#F2F4F6	Section backgrounds	Neutral support

Accessibility requirement: All colour combinations must meet Web Content Accessibility Guidelines (WCAG), which are international standards for making digital content accessible to people with disabilities, AA contrast ratio (minimum 4.5:1 for body text). Primary safe pairings: Deep Navy on White; White on Navy; White on Teal. Never use Tapa Red as body text on dark backgrounds.

3. Logo




The WRP logo is the primary visual identifier of the programme - a unified mark combining Pacific cultural symbols with meteorological meaning.



Element	Cultural meaning	Meteorological meaning
Navy wave	The Pacific Ocean - the environment and identity of the region	Cyclonic weather systems, marine hazards, ocean monitoring
Sailing canoe & people	Traditional Pacific navigation, resilience, community, and identity	Communities at the centre of early warning
Frigate bird	Pacific symbol of early warning, freedom and long-distance navigation across the ocean	Traditional weather indicator; forecasting, early warning, early action
Teal text - 'Weather Ready Pacific'	Pacific Teal reflecting sky and ocean - trusted, calm, authoritative	Programme name in a colour signifying stability
Red tapa/sennit pattern	Pacific cultural heritage, weaving, connectivity, and community bonds	Tagline underlining - linking community to programme

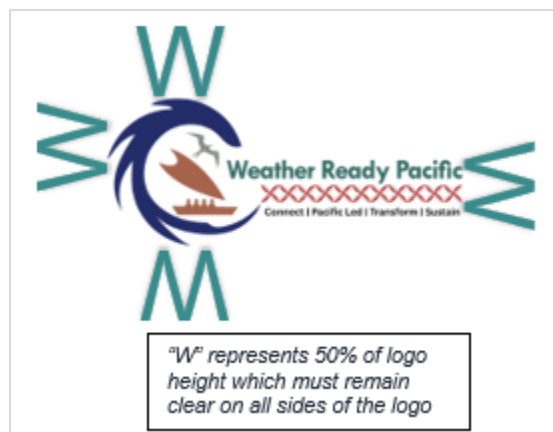
Logo versions and file guide

Version	Use case	Files
Colour with tagline	Formal documents, title pages, event materials, presentations, general print and digital use, reports, website	

<p>Colour no tagline</p>	<p>Digital overlays on light backgrounds, social media</p>	
<p>White with tagline (transparent background)</p>	<p>Dark backgrounds (Navy/Teal banners, event screens)</p>	
<p>White no tagline (transparent background)</p>	<p>Digital overlays on dark backgrounds, social media</p>	
<p>Black & white no tagline</p>	<p>Monochrome print, B&W printed merchandise</p>	

Logo rules

- Maintain clear space = 50% of logo height on all sides
- Minimum size: 22mm wide (horizontal); 120px (digital)
- Never stretch, rotate, recolour, or apply filters or effects
- Never place on a complex background without a clear contrast zone
- Never recreate - always use approved files
- Always check donor visibility clauses before co-branding



Partnership logo placement

- WRP logo: left/top position; except when next to SPREP logo – must be to the right of SPREP logo
- Leading partner: right
- Multiple partners: single horizontal line, alphabetical order
- All logos must have equal visual weight

4. Typography

Element	Font & Style	Size guidance
Document title	Arial Bold	36–44pt (print) / 36pt+ (digital)
Section heading (H2)	Arial Bold	24–28pt
Sub-heading (H3)	Arial Bold	18–22pt
Body text	Arial Regular	10–12pt (print) / 11–12pt (digital)
Captions & footnotes	Arial Regular or Italic	8–9pt, muted grey
Pull quotes	Arial Bold Italic	14–16pt, Navy or Teal
Professional print (Adobe)	Helvetica (primary) / Acherus Grotesque (accent) / Calibri	As per designer discretion

5. Photography & Visual Style

5.1 Photography principles

- Feature Pacific communities in authentic, empowered, and respectful contexts
- Show NMHS staff in real operational settings - forecasting rooms, field visits, training
- Represent gender balance, age diversity, and disability in active (not passive) roles
- Always credit: "Photo: [Name / Organisation]" in caption or footnote
- Obtain written or verbal consent for all identifiable individuals and all children
- Avoid: sensationalised disaster imagery, suffering, suffering-as-hook narratives

5.2 Infographics & charts

- Simple, data-driven, and understandable without technical knowledge
- Use brand colours: Navy for primary data, Teal for secondary, Red for alerts
- Include clear source and data date
- Design mobile-first - large text, high contrast

5.3 Video

- All video content must include subtitles/captions (accessibility non-negotiable)
- Optimised for mobile and low-bandwidth - compress appropriately
- 60–90 sec preferred for social; longer for YouTube/reports
- Include WRP logo as watermark and/or start/end card

6. Tone of Voice

<input checked="" type="checkbox"/> Do say	<input type="checkbox"/> Don't say
"Early warnings save lives - and Pacific leadership sustains them."	"The project has delivered X outputs this quarter." (donor-speak)
"Niue Met Service is building community trust one forecast at a time."	"Despite being a small island nation..." (deficit framing)
"Pacific-led solutions for Pacific resilience."	Technical jargon without plain-language explanation
"Strengthening systems for future generations."	Alarmist or politically partisan messaging
"Together, we leave no one behind."	Personality-driven content that overshadows the programme
"A secure Pacific is a weather-ready Pacific."	Disaster imagery used as a hook without community dignity

7. Digital Identity

- Hosted within SPREP digital architecture - consistent with institutional identity
- Consistent branded headers/footers on all website pages
- WCAG AA accessibility compliance: alt text on all images, captions on all videos, sufficient contrast
- Optimised for low bandwidth: compress images, avoid heavy animations, test on 3G connections
- Social profile tiles/images: square frame with WRP colour logo

8. WRP Champion Guidelines

The WRP Champion (Hon. Prime Minister Lord Fakafanua of Tonga) provides high-level political endorsement. His role in communications must remain institutional and programme-focused:

- Prioritise pre-recorded video messages that can be reused across events
- Integrate Champion messaging into existing event structures; do not create new burdens
- Quote attribution in publications should reinforce programme values, not personal profile
- Avoid overuse - Champion references should feel significant, not routine
- All Champion-related materials require Programme Manager clearance

9. Merchandise & Uniforms

Merchandise reinforces WRP's institutional identity and Pacific pride. The direction for 2026 is Pacific-cultural meets professional-corporate - reflecting both the cultural heritage embedded in the WRP logo and the institutional gravitas required for high-level government and donor engagement.

General merchandise principles

- Functional, professional, and durable: quality over quantity
- Sustainable materials - avoid disposable plastics
- Pre-cleared through SPREP Communications before production
- Minimum 8 weeks lead time for embroidered/printed items

EVENT 1: WRP Steering Committee - June 2026

Style: Pacific-cultural meets professional-corporate. This is a governance meeting with senior officials - the look should convey institutional authority with Pacific identity.

Item	Design Description	Specifications
Polo shirt - Navy with Pacific trim	Classic-fit polo in Deep Navy. WRP colour logo embroidered on left chest. Collar and sleeve cuffs feature a subtle woven tapa-inspired braid trim in Tapa Red thread - referencing the logo's sennit pattern. No text on back.	100% cotton piqué, embroidered logo, woven trim collar
Branded ballpoint pen	Slim brushed metal pen in Navy. WRP logo and 'Weather Ready Pacific' in white. Supplied in a small kraft sleeve with tagline.	Brushed metal, Navy lacquer finish, white print
Pull-up event banner	85×200cm retractable banner. Deep Navy background with WRP logo (colour version), programme tagline, and SPREP mark. Pacific wave graphic element along lower edge.	Premium retractable, full-colour print

EVENT 2: PMC8 - September 2026

Style: Pacific-proud and high-visibility. PMC8 is the flagship Pacific Met event - the look should feel celebratory, Pacific, and regionally cohesive. The Pacific-cultural direction is given fuller expression here.

Item	Design Description	Specifications
Pacific shirt - tapa-inspired	Short-sleeve collared shirt. Base colour: white or light cream. Designed with an all-over repeat tapa/sennit geometric print in Navy and Teal - inspired directly by the logo's red tapa motif but reimagined in programme colours. WRP emblem embroidered on chest pocket. Pacific-owned design if possible.	Screen-printed or digitally printed, lightweight breathable cotton, Pacific artist credit if applicable
Tote bag - branded canvas	Natural unbleached canvas tote bag. WRP colour logo screen-printed large on front face. Tagline in Navy on reverse. Gusseted base. Reinforced handles.	Natural canvas, screen-print, gusseted, reinforced handles
Hardcover notebook - A5	A5 navy hard-cover notebook. WRP logo foil-stamped on cover. 'Weather Ready Pacific 2026' on inside cover. Blank / lined / dot-grid pages. Elastic closure and ribbon marker in Teal.	Hardcover, 100gsm paper, elastic closure, ribbon
USB drive - pre-loaded	16GB metal USB drive in Navy. WRP logo laser-engraved. Pre-loaded with: WRP programme overview, key publications, contact list, Canva brand kit download link.	Metal casing, 16GB, engraved, pre-loaded content
Branded water bottle	500ml stainless steel insulated bottle in Teal. WRP logo and wave motif laser-engraved. No plastic.	Stainless steel, insulated, laser-engraved - sustainability signal
Branded umbrella	White with full colour WRP logo and wave motif. Or Navy with white WRP logo and wave motif	Durable plastic, made from recycled materials if possible

WRP STAFF - Everyday & Field Use

Style: Professional, practical, Pacific-proud. Staff merchandise is used during missions, trainings, and field visits - it must work in a forecasting office, a community training room, and a government meeting.

Item	Design Description	Specifications
Staff t-shirt - Pacific-cultural	Unisex t-shirt in Pacific Teal. WRP colour logo front centre. Back: 'Weather Ready Pacific' wordmark in large white text. Option: sleeve or back features a subtle elongated tapa stripe in Navy.	Screen-printed, 100% cotton, Teal - unisex sizing
Field windbreaker - Pacific trim	Lightweight waterproof zip jacket in Deep Navy. WRP colour logo embroidered on	Lightweight waterproof, embroidered, packable

	left chest. SPREP logo on left sleeve. Right sleeve or collar features a tapa-stripe accent in Tapa Red. Two zip pockets. Packable.	
Hard enamel lapel pin	The WRP wave/canoe emblem as a hard enamel pin - full colour. Butterfly clutch backing. Suitable for formal and informal settings.	Hard enamel, full-colour, butterfly clutch
Caps - Pacific design	6-panel structured cap in Deep Navy. WRP logo embroidered front. Optional: tapa-stripe embroidery on brim edge in Tapa Red. Adjustable velcro or snapback.	Structured 6-panel, embroidered, adjustable back
Zoom virtual background	Digital background in Deep Navy gradient. WRP colour logo watermark. Tagline. Pacific ocean photography as a faded background layer. Delivered as high-res PNG.	1920×1080px PNG, 300dpi - delivered digitally
Reusable coffee cup - branded	350ml reusable cup in Teal or Navy. WRP logo and wave in white. Dishwasher safe.	BPA-free reusable, WRP logo - sustainability signal

10. Cultural Sensitivity & Language

- Incorporate Pacific values in language - teu le va (nurture relationships), community consensus, Pacific leadership
- Support translation into local languages wherever feasible - especially for community-facing materials
- Ensure culturally respectful imagery - consult local counterparts before using traditional motifs
- Avoid appropriating specific cultural designs (e.g. specific tapa patterns of one nation) without permission
- The WRP tapa motif in the logo is a stylised, pan-Pacific sennit design - it should be referenced respectfully

11. Governance & Approval

- All WRP-branded materials: Programme Manager review + SPREP Communications clearance
- Merchandise production: minimum 8-week lead time from concept approval
- Donor-facing materials: donor visibility compliance check before production
- High-level political materials (PMMM, PMC): additional governance clearance
- Submit design files at concept stage - not final production stage
- SPREP Communications Division is the final arbiter on branding disputes

12. Sustainability of the Brand

WRP's visual identity must outlast individual funding cycles. Branding choices should be:

- Durable and professional - not tied to a single campaign or year
- Consistent across the full decadal (10-year) programme period
- Transferable - NMHSs should be able to use brand elements independently as their capacity grows
- Digital-first and accessible - usable on low-bandwidth connections and offline

Pacific-owned

Communications and Engagement Strategy

Annex 2: Annual Communications Plan Template

How to use this template: Complete one plan per calendar year. Work through each section in order. The plan should be shared with the WRP Programme Manager for approval by end of January each year, and reviewed mid-year (July-August). Shaded rows with italic text show examples or guidance - replace them with your content.

1) Plan Details

Field	Details
Programme Year	<i>e.g. 2027</i>
Prepared by (CKMO)	
Date prepared	
Approved by (Programme Manager)	
Date approved	
Mid-year review date	
Version	

2) Strategic Priorities for the Year

Identify the 2-4 headline objectives and audience priorities that will shape the year's communications. These should be drawn from the WRP Communications and Engagement Strategy and adjusted to reflect current programme priorities.

Key Communications Objectives for the Year	Audience Priorities for the Year
<i>List 2-4 priority communications objectives drawn from the WRP Communications and Engagement Strategy. Focus on what this year needs to achieve - e.g. increasing donor visibility ahead of a SC, or deepening NMHS engagement on a specific KRA.</i>	<i>Identify which audiences will receive the most attention this year and briefly explain why - e.g. communities in cyclone-season ramp-up; donors ahead of a funding review.</i>

3) Quarterly Content Plan

Map planned content outputs by quarter. Include content type, channel, target audience, and any links to programme events, MERL reporting windows, or other activities. Add or remove rows as needed.

Quarter	Planned Content / Activity	Content Type & Channel	Audience	Notes / Link to MERL or Programme Event
Q1 (Jan-Mar)	<i>e.g. Annual Impact and Sustainability Report</i>	<i>e.g. Report - SPREP website + email distribution</i>	<i>e.g. Donors, SC members</i>	<i>e.g. Aligned to Q1 MERL reporting; requires Director CSI approval</i>
Q2 (Apr-Jun)	<i>e.g. Annual Impact and Sustainability Report</i>	<i>e.g. Report - SPREP website + email distribution</i>	<i>e.g. Donors, SC members</i>	<i>e.g. Aligned to Q1 MERL reporting; requires Director CSI approval</i>
Q3 (Jul-Sep)	<i>e.g. Annual Impact and Sustainability Report</i>	<i>e.g. Report - SPREP website + email distribution</i>	<i>e.g. Donors, SC members</i>	<i>e.g. Aligned to Q1 MERL reporting; requires Director CSI approval</i>
Q4 (Oct-Dec)	<i>e.g. Annual Impact and Sustainability Report</i>	<i>e.g. Report - SPREP website + email distribution</i>	<i>e.g. Donors, SC members</i>	<i>e.g. Aligned to Q1 MERL reporting; requires Director CSI approval</i>

4) Key Events and Visibility Moments

List significant programme events and the communications activities planned around them. Events should be drawn from the programme event calendar (Chapter 2). Add rows as needed.

Programme Event / Milestone	Planned Communications Activity	Lead	Timing
<i>e.g. Steering Committee Meeting</i>	<i>e.g. SC visibility pack, media release, social media posts</i>	CKMO	<i>6 weeks prior to SC</i>

<i>e.g. PMMM or PMC Meeting</i>	<i>e.g. Ministerial briefing note, infographic on programme highlights</i>	CKMO + PM + WRP PM	

5) Channel Priorities

Note the planned priority or level of use for each main channel this year. This helps allocate time and budget across the content calendar.

Channel	Priority / Planned Use This Year	Notes
SPREP website / WRP page		
SPREP social media		
Pasifika Met Newsletter		
Video content		
National media (radio / print)		
Direct donor communications		

6) Budget Estimate

Provide a budget estimate where costs are known or anticipated. Link to the relevant budget line in the programme finance system. This does not replace formal budget approval processes.

Activity / Output	Estimated Cost (USD)	Budget Source / Code	Notes
TOTAL			

7) GEDSI and Track 1 Notes

GEDSI Considerations for the Year
<i>Note any specific GEDSI priorities or actions planned for communications this year - e.g. pre-testing content with marginalised communities, local-language materials, imagery diversity audit. Reference the quarterly GEDSI Checklist audit schedule.</i>
Track 1 Sustainability Communications - Summary
<i>Briefly describe any Track 1 stakeholder engagement or sustainability-focused communications planned for the year. Link to the full Track 1 Stakeholder Engagement Plan (Annex Four) where applicable.</i>

Communications and Engagement Strategy

Annex 3: Content Approval Register Template

How to use this template: This register is maintained by the CKMO as a live document throughout the year. Add a row each time a content item enters the production pipeline. Do not wait until the item is approved - enter it at drafting stage and update the status as it moves through the approval process. The register also serves as the record of disclosure classification decisions required under the Disclosure Policy (Section 12 of Chapter 9). Where a restriction on publication applies, record the reason and Programme Manager approval in the Notes column before the item is released.

1) Content Approval Register

Add a row for each content item as it enters the pipeline. Update approval dates as sign-off is received. The register runs for the full calendar year.

Ref No.	Content Title / Description	Content Type & Channel	Prepared Date	PMU Review Date	Approval Date & By	Disclosure Class.	Published Date & Notes
<i>Example rows shown below. Replace with actual content items. Add rows as needed. Each content item in the production pipeline should have an entry. Ref numbers run sequentially (C-001, C-002 ...) for the calendar year.</i>							
C-001	Annual Impact and Sustainability Report 2026	Report - SPREP website + distributed	15 Feb	22 Feb	5 Mar - Director CSI	Public-facing	10 Mar - Published SPREP website; donor distribution
C-002	SC Visibility Pack - May SC	SC materials - internal distribution	15 Apr	20 Apr	25 Apr - WRP PM	Governance-restricted	Distributed to SC members prior to meeting
C-003	Social media posts - cyclone season awareness	Social media - SPREP channels	1 Nov	3 Nov	5 Nov - SPREP Comms	Public-facing	Posted across 3 platforms

2) Approval Pathway Quick Reference

Use this table as a quick-reference guide when completing the Approval column in Part A. Refer to Section 5.3 and Section 12 of Chapter 9 for the full approval and disclosure process.

Content Type	Approval Required	Disclosure Class.	Notes
Impact stories, web stories	SPREP Communications	Public-facing	
Media releases	Director CSI + SPREP Communications	Public-facing	SPREP distribution
Annual Impact & Sustainability Report	Director CSI + SPREP Communications	Public-facing	
Policy briefs, infographics	WRP Programme Manager	Public-facing / Governance-restricted	
Social media content	SPREP Communications	Public-facing	Via SPREP channels
Newsletter features	WRP Programme Manager	Public-facing	
Video content	WRP PM / SPREP Comms	Public-facing	
SC visibility materials	WRP Programme Manager	Governance-restricted	
Donor briefings / presentations	WRP PM + Director CSI	Governance-restricted	
Internal working drafts	CKMO	Internal working draft	Not for external circulation

Communications and Engagement Strategy

Annex 4: Stakeholder Engagement Plan Template (Track 1)

How to use this template: This plan covers stakeholder engagement specifically in support of Track 1 sustainability objectives (long-term Pacific ownership and sustained financing of NMHSs). It should be developed jointly by the CKMO and the Track 1 Lead, reviewed by the Programme Manager, and updated annually or when significant programme changes occur. It does not replace the ESS Stakeholder Engagement Plan - that plan covers community safeguards and is a separate instrument (Chapter 12). Complete the shaded instruction rows, then delete or replace them with your content.

1) Plan Details

Field	Detail
Plan title / country or system context	
Version and date	
Prepared by (CKMO + Track 1 Lead)	
Reviewed by (WRP Programme Manager)	
Approved by (WRP Programme Manager)	
Link to relevant Track 1 Sustainability Roadmap	
Review frequency	<i>Annual, or following a significant programme change</i>

2) Sustainability Context

Briefly describe the sustainability context this plan supports. This provides the 'so what' - why stakeholder engagement matters for Track 1 at this moment.

Sustainability Context - Purpose of This Plan

Briefly describe what Track 1 is trying to achieve in this context (i.e. which NMHS, country, or multi-country context this plan covers; which sustainability roadmap it supports; what the key sustainability challenges and opportunities are for this period). Include the current phase of the sustainability roadmap and any significant milestones coming up that communications and engagement will need to support.

3) Stakeholder Mapping

Identify all key stakeholders relevant to Track 1 sustainability in this context. Be specific to the country or system context where possible. Update this table as the stakeholder landscape evolves.

Stakeholder / Group	Role in Track 1 / Sustainability	Level of Influence	Current Relationship / Disposition	GEDSI Considerations
<i>List all key stakeholders relevant to this sustainability context. Level of Influence: High / Medium / Low. Disposition: Supportive / Neutral / Needs further engagement. GEDSI: note any gender, disability, or inclusion considerations for engaging this group.</i>				
Pacific government / ministry	Policy owner; financing decision-maker	High	Supportive - engaged at PMMM	Ensure women in ministerial delegations are included
NMHS Director and senior staff	Implementation lead; institutional champion	High	Supportive	
Donor representatives	Financing partner; accountability audience	High	Requires regular evidence of progress	
Regional partners (SPC, WMO, SOFF)	Technical partners; complementary financers	Medium	Neutral-Supportive	
Civil society / community orgs	Community accountability; last-mile link	Medium	Varies - build engagement	Prioritise women's organisations, OPDs
NMHS technical staff	Day-to-day sustainability implementation	Medium	Engaged	Include women and junior staff in consultations

4) Engagement Activities

Map specific activities to stakeholder groups. Each activity should have a clear objective, a specific channel or format, a message or key ask, timing, and a lead. Update the Status column as activities are completed.

Stakeholder / Group	Engagement Objective	Activity / Channel	Message / Key Ask	Timing / Frequency	Lead	Status
<i>Add one row per engagement activity. Engagement objectives should reflect what you want the stakeholder to understand, decide, or do as a result of engagement. Status: Planned / In progress / Completed.</i>						
Pacific govt / ministry	Secure commitment to sustained financing in next budget cycle	Bilateral meeting + ministerial brief ahead of PMMM	WRP is achieving measurable results. Sustained financing protects national investment.	6 weeks before PMMM	CKMO + Track 1 Lead	Planned
Donors	Demonstrate progress on sustainability benchmarks	Donor update (written + briefing call)	Sustainability roadmap milestones on track. Your investment is building permanence.	6-monthly, aligned to SC cycle	CKMO + PMU	Planned
Regional partners	Strengthen alignment and avoid duplication	Partner coordination meeting + newsletter feature	WRP and your programme are complementary. Here is where we align.	Annual	CKMO	Planned
Community orgs / civil society	Build understanding of NMHS services; gather feedback	Community radio, local language materials, focus group	Your Met Service gives you information that protects your family. Tell us what you need.	Quarterly	CKMO + NMHS	Planned

5) Key Messages

Record the core sustainability messages for each major audience. Messages should be specific to the current phase of the sustainability roadmap. Coordinate with the MERLA Officer to ensure each message is grounded in MERL evidence.

Audience	Core Sustainability Message	Supporting Evidence / Data Point (from MERL)
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Core messages should be specific to the sustainability phase and context. Link each message to a data point or evidence base from MERL - avoid unsupported claims. Coordinate these messages with the MERLA Officer before finalising.

Pacific governments / ministers	Investing in MHEWS is investing in national security. WRP is helping build the systems your country owns and sustains beyond the programme.	e.g. X% increase in NMHS service reliability since programme start; X governments have committed national budget lines (cite MERL indicator)
Donors	WRP is shifting from project upgrades to Pacific-owned systems. Sustainability roadmaps are on track. Your investment is building permanence.	e.g. X of Y NMHSs have advanced along their roadmap; financing milestone X achieved (cite data)
Regional / technical partners	WRP strengthens regional coherence and amplifies partner work. Our sustainability goals are aligned.	e.g. X joint activities with regional partners; Y NMHS improvements documented (cite MERL)
Communities	Your Met Service, backed by WRP, gives you information that protects your family before a disaster strikes.	e.g. X% increase in community trust in NMHS forecasts (cite GEDSI-disaggregated data where available)

6) Monitoring Engagement Effectiveness

Track whether engagement activities are achieving their intended effect. Keep this simple - focus on the most important activities and what a meaningful outcome looks like.

Engagement Activity	Measure of Success	How Evidenced	Review Frequency
<i>Do not over-engineer this section. Focus on the 2-3 most important engagement activities and what success looks like. Link to the MERL Framework where a measure aligns to a MERL indicator.</i>			
Ministerial engagement ahead of PMMM	Minister makes a public commitment to sustained NMHS financing	Meeting record; ministerial statement	Per event
Donor update (6-monthly)	Donor acknowledges sustainability progress; no concerns raised about trajectory	Correspondence record; debrief note	6-monthly
Community engagement activities	Communities report awareness of NMHS services and how to act on warnings	Post-activity feedback (MERL community feedback tool)	Quarterly

Partner coordination meetings	No duplication of activities identified; at least one new alignment opportunity per year	Meeting record; joint workplan updates	Annual

7) Risks to Engagement

Note specific risks to effective stakeholder engagement in this context and how they will be managed.

Risk	Likelihood / Impact	Mitigation	Owner
<i>Note any risks specific to stakeholder engagement in this sustainability context - e.g. political transition, donor fatigue, community distrust. Keep this list short and focused on engagement risks, not programme risks generally.</i>			

8) Review and Update Record

Annual Review Record (append each year)			
Review date: _____	Reviewed by: _____	Key changes: _____	Approved by Programme Manager: _____