**Annex 7 – Communication Plan**

***[Instruction: Please delete the highlighted text before finalising the document. Note this format is not mandatory. It is a simple format aimed to facilitate the process of preparing a communication plan.]***

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| --- | --- | --- | --- | --- |
| **What?**  (the message) | **When?**  (the timing) | **How?**  (the mechanism) | **Audience(s)** | **Responsible** |
| What is/are the key messages that we would like to communicate? | When do we want to communicate these messages? | How will we make sure that the key messages are clearly communicated and understood as we want them to be understood? | Who is the primary (and secondary) audience targeted by through these communication activities? | Who will be responsible for making sure that identified activities are carried out? |
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