



EASTERN PARTNERSHIP
Civil Society Forum
AZERBAIJAN NATIONAL PLATFORM

Communication and Visibility Strategy

Eastern Partnership Civil Society Forum Azerbaijani National Platform

The Eastern Partnership Civil Society Forum (EaP CSF) is unique multi-layered regional civil society platform aimed at promoting European integration, facilitating reforms and democratic transformations in the six Eastern Partnership countries - Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine. Serving as the civil society and people-to-people dimension of the Eastern Partnership, the EaP CSF strives to strengthen civil society in the region, boost pluralism in public discourse and policy making by promoting participatory democracy and fundamental freedoms. The EaP CSF is a non-partisan bona fide non-governmental organisation.

This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of the Eastern Partnership Civil Society Forum and do not necessarily reflect the views of the European Union.

2023



EASTERN PARTNERSHIP
Civil Society Forum



Funded by
the European Union

Introduction: Empowering the Future of AZNP through Strategic Communication

In the vibrant tapestry of civil society organizations, the Azerbaijan National Platform of the Eastern Partnership Civil Society Forum (AZNP) stands as a beacon of collaboration, advocacy, and change. Comprising 71 diverse organizations, AZNP has been unwavering in its dedication to advancing sustainable development, human rights, and strengthened dialogue in Azerbaijan since its establishment in November 2009.

In this ever-evolving landscape, effective communication is the linchpin that binds AZNP and its network organizations together, empowering them to navigate the complex terrain of policy advocacy, partnership building, and public engagement. This Communication Plan is not just a set of strategies and tactics; it's a roadmap to amplify AZNP's voice, enhance its reach, and bolster its impact.

The Vital Role of Communication:

Effective communication is the lifeblood of any successful organization, and AZNP is no exception. It is the conduit through which we convey our mission, share our achievements, and engage with a wide array of stakeholders. In today's interconnected world, where information flows ceaselessly, a well-crafted communication strategy is not a luxury; it is a necessity.

Empowering Network Organizations:

At the heart of AZNP's success lie its network organizations, each with a unique role to play in the pursuit of our shared objectives. Through this Communication Plan, we aim to provide these organizations with the tools, resources, and strategies they need to bolster their visibility, amplify their impact, and collaborate effectively within the AZNP network.

Strengthening AZNP:

AZNP itself will be strengthened by the judicious implementation of this Communication Plan. It will enable us to forge stronger bonds within our community, engage more meaningfully with government institutions and the European Union, and advocate for the policy changes that Azerbaijan needs. As AZNP's voice grows louder and clearer, so too will our influence in shaping a brighter future for our nation.

This Communication Plan is a testament to our commitment to AZNP's mission. It is a call to action, a pledge to harness the power of communication to build a more prosperous, inclusive, and just Azerbaijan. Together, as we embark on this journey, we

have the potential to create lasting change, and communication will be our compass guiding us towards a better future.



EASTERN PARTNERSHIP
Civil Society Forum



Funded by
the European Union

Background Information

The Azerbaijan National Platform of the Eastern Partnership Civil Society Forum (AZNP) was established in November 2009, currently consisting of 71 organizations, including new members. Its primary objective is to play an integral role in achieving the Sustainable Development (SD) policy objectives in Azerbaijan. To fulfill its mission, AZNP operates through five Working Groups, which encompass various thematic areas relevant to Azerbaijan's development and engagement with the European Union.

AZNP's mission involves:

- **Active Engagement with the EU:**
AZNP seeks to actively engage Azerbaijani civil society organizations in the European Union's Eastern Partnership policy, ensuring that the voices and concerns of Azerbaijani citizens are heard and considered in EU policies and initiatives related to the Eastern Partnership region.



YouTube Program "Platform"



- **Fostering Collaboration with the EU:** AZNP aims to foster collaboration and partnership between Azerbaijani civil society and the European Union, facilitating the exchange of ideas, best practices, and resources to promote shared goals and objectives.
- **Enhancing Dialogue:** AZNP works towards enhancing dialogue and cooperation between the EU and the government of Azerbaijan. It advocates for transparent and constructive dialogue to address shared challenges and opportunities.
- **Supporting Civil Society Reinforcement:** AZNP is dedicated to strengthening civil society in Azerbaijan by providing support, resources, and a platform for collaboration among civil society organizations, enabling them to contribute more effectively to the country's development.
- **Safeguarding Human Rights and Freedoms:** AZNP is committed to upholding human rights and freedoms in Azerbaijan by promoting increased public involvement in the decision-making process, advocating for policy reforms, and raising awareness about human rights issues.

Communication objectives:

1. **Raise Awareness:** Increase awareness among the Azerbaijani public about AZNP's mission, objectives, and the importance of civil society engagement in EU-Eastern Partnership relations.
2. **Promote Engagement:** Encourage active participation and collaboration with AZNP among civil society organizations, government institutions, and EU representatives.
3. **Advocate for Change:** Utilize effective communication to advocate for policy changes and reforms that align with AZNP's objectives and contribute to sustainable development and human rights in Azerbaijan.

Communication Strategies and Tactics:

1. Public Awareness Campaign:

- Develop and maintain a user-friendly and informative website with regular updates on AZNP's activities, publications, and news.
- Utilize social media platforms to share engaging content, including success stories, infographics, and videos.
- Organize public events, such as webinars, workshops, and town hall meetings, to educate and engage the public on AZNP's mission and achievements.

2. Stakeholder Engagement:

- Establish regular communication channels with civil society organizations through newsletters, email updates, and direct outreach.
- Foster dialogue with government institutions through targeted meetings, policy briefs, and advocacy campaigns.
- Collaborate closely with EU representatives through official channels, including consultations and joint initiatives.

3. Advocacy and Policy Influence:

- Develop evidence-based reports and research papers highlighting key issues and recommendations related to AZNP's mission.
- Engage in strategic advocacy efforts, including lobbying, coalition-building, and public campaigns, to influence policy changes aligned with AZNP's goals.

4. Media Relations:

- Cultivate relationships with local and international media outlets to secure coverage of AZNP's activities and advocacy efforts.

- Provide media with press releases, op-eds, and interviews to convey AZNP's perspective on relevant issues.

5. Capacity Building:

- Offer training sessions and workshops to build the communication skills of AZNP members, enabling them to effectively communicate the platform's mission and objectives.

Evaluation and Monitoring: Regularly assess the impact of communication efforts through key performance indicators (KPIs) such as website traffic, social media engagement, media coverage, stakeholder feedback, and policy changes influenced. Use this data to refine communication strategies and tactics.

Budget and Resources: Allocate resources for website maintenance, social media management, event organization, media relations, and capacity building activities. Seek funding opportunities from international donors and partners to support communication initiatives.

This communication plan will help AZNP effectively reach its communication objectives, engage stakeholders, advocate for change, and ultimately contribute to its mission of promoting civil society reinforcement and sustainable development in Azerbaijan.

Key Audiences:

1. **General Public in Azerbaijan:** To build broad public support for AZNP's mission and objectives.
2. **Civil Society Organizations in Azerbaijan:** To foster collaboration, coordination, and knowledge-sharing among civil society groups.
3. **Government Institutions in Azerbaijan:** To establish channels for constructive dialogue and policy advocacy.

4. **European Union Representatives:** To facilitate cooperation and ensure AZNP's perspectives are considered in EU policies.
5. **International Partners and Donors:** To seek support and resources for AZNP's activities.

Conclusion: Forging a Stronger Future through Strategic Communication

In this dynamic landscape where ideas, aspirations, and change interlace, the Azerbaijan National Platform of the Eastern Partnership Civil Society Forum (AZNP) remains a pivotal force for progress. With its network of 71 diverse organizations and a resolute commitment to sustainable development, human rights, and dialogue, AZNP represents a beacon of hope and transformation.

This Communication Plan has been designed as more than a set of strategies—it is a blueprint for AZNP and its network organizations to fortify their collective voice, extend their influence, and deepen their impact. At its core, it underscores the paramount importance of effective communication as a conduit for change.

The Power of Network Organizations:

At AZNP's core lies a network of organizations, each bringing unique expertise, passion, and dedication to our shared vision. Through the strategies outlined in this plan, we aim to empower these organizations, enabling them to thrive within the AZNP community, amplify their messages, and harness the strength of collaboration.

A Resilient AZNP:

AZNP itself will evolve and grow through this Communication Plan. As we communicate more effectively, we build bridges, strengthen partnerships, and advocate for the reforms that Azerbaijan needs. Our voice will resonate more strongly in the corridors of power, and our endeavors will shape a brighter future for our nation.

In Closing:

In closing, this Communication Plan signifies our unwavering commitment to AZNP's mission. It is a call to action, an affirmation of our dedication to leveraging the power of communication to build a better, more inclusive, and equitable Azerbaijan. As we embark on this collective journey, we stand poised to create lasting change, and communication will serve as our compass, guiding us toward a future that embodies our shared values and aspirations.

Together, we are AZNP, and together, we have the potential to illuminate the path toward a more prosperous and just future for all Azerbaijanis. In unity and with unwavering resolve, we will use the tools of communication to forge a stronger and

more vibrant future, where the voices of all are heard and the promise of progress is fulfilled.

Visibility Plan for Azerbaijan National Platform

Introduction

In the vibrant tapestry of Azerbaijan's civil society, the Azerbaijan National Platform of the Eastern Partnership Civil Society Forum (AZNP) shines as a beacon of collaboration, advocacy, and change. With its diverse membership of 71 organizations and its unwavering commitment to sustainable development, human rights, and constructive dialogue, AZNP plays a pivotal role in shaping the nation's future.

However, for an organization to effect change, it must be seen, heard, and recognized. That's where this Visibility Plan comes into play. It is more than a set of strategies; it's a dynamic roadmap designed to amplify AZNP's voice, extend its reach, and deepen its impact. This plan recognizes that in the modern world, effective communication is not a luxury but a necessity.

The Importance of Visibility:

Visibility is the catalyst that transforms AZNP from a collective of dedicated organizations into a powerful force for positive change. By ensuring that our mission, achievements, and aspirations are known and understood by the right audiences, we enhance our ability to advocate for policy change, strengthen our network, and galvanize support for our causes.

Empowering Stakeholders:

At the heart of this plan lies the recognition that AZNP's network organizations are the backbone of our collective strength. Through effective visibility strategies, we aim to empower these organizations, enabling them to thrive within the AZNP community, amplify their messages, and foster meaningful collaborations.

Objective: To enhance the visibility and recognition of AZNP, both locally and internationally, in order to effectively communicate its mission, activities, and impact, thereby strengthening its influence and engagement with stakeholders.

Target Audiences:

1. General public in Azerbaijan
2. Civil society organizations in Azerbaijan
3. Government institutions in Azerbaijan
4. European Union representatives
5. International partners and donors

Key Messages:

- AZNP's mission to actively engage Azerbaijani civil society in the EU's Eastern Partnership policy.
- AZNP's commitment to fostering collaboration with the EU and enhancing dialogue between the EU and the Azerbaijani government.
- AZNP's dedication to supporting civil society reinforcement and safeguarding human rights and freedoms through increased public involvement.

Visibility Strategies and Tactics:

1. Enhance Online Presence:

- Develop and maintain an interactive and informative website that includes regular updates, resources, and multimedia content.
- Implement a robust social media strategy to engage with the online community, sharing AZNP's achievements, news, and success stories.
- Create a blog section on the website for in-depth articles and insights on relevant topics.

2. Engage in Thought Leadership:

- Identify AZNP experts and spokespersons to participate in relevant conferences, webinars, and panel discussions.
- Publish op-eds and articles authored by AZNP members in prominent local and international media outlets.
- Organize virtual and in-person roundtable discussions, workshops, and seminars on key issues aligned with AZNP's mission.

3. Harness Visual Content:

- Produce visually appealing content, including infographics, videos, and shareable graphics, to convey key messages.
- Utilize visual storytelling to showcase AZNP's projects, initiatives, and impact.
- Collaborate with local artists and illustrators to create visually engaging materials.

4. Establish Media Relations:

- Cultivate relationships with local and international media outlets, including print, broadcast, and online media.

- Develop a press kit containing press releases, fact sheets, and contact information for media inquiries.
- Regularly issue press releases and media advisories to announce AZNP events and initiatives.

5. Engage with Stakeholders:

- Develop a comprehensive stakeholder engagement plan, including regular newsletters and updates for civil society organizations, government institutions, and EU representatives.
- Facilitate public consultations, surveys, and feedback mechanisms to involve stakeholders in decision-making processes.

6. Advocacy Campaigns:

- Design and execute targeted advocacy campaigns to raise awareness about policy issues aligned with AZNP's mission.
- Mobilize AZNP members and supporters to participate in advocacy efforts, including online petitions and letter-writing campaigns.

7. Local and International Partnerships:

- Seek strategic partnerships with local and international organizations, think tanks, and networks that share common goals with AZNP.
- Collaborate on joint projects, events, and initiatives to increase visibility and outreach.

8. Regular Reporting:

- Publish annual reports and impact assessments highlighting AZNP's achievements and contributions to civil society and sustainable development.

Evaluation and Monitoring: Regularly assess the impact of visibility efforts through key performance indicators (KPIs) such as website traffic, social media engagement, media coverage, stakeholder feedback, and policy changes influenced. Use this data to refine visibility strategies and tactics.

Budget and Resources: Allocate resources for website maintenance, social media management, content creation, event organization, media relations, and stakeholder engagement activities. Seek funding opportunities from international donors and partners to support visibility initiatives.

This visibility plan will empower AZNP to effectively communicate its mission, engage with diverse stakeholders, advocate for change, and ultimately, contribute significantly to its goals of civil society reinforcement and sustainable development in Azerbaijan.

Conclusion: A Vision of a Stronger Future

In closing, this Visibility Plan encapsulates our unwavering commitment to AZNP's mission. It's a call to action, an affirmation of our dedication to leveraging the power of visibility to build a brighter, more inclusive, and equitable Azerbaijan. As we embark on this journey, we stand poised to create lasting change, and visibility will be our guiding star, illuminating the path toward a more prosperous and just future.

Together, as AZNP, we possess the potential to drive transformative change, ensuring that the voices of all are heard, and the promise of progress is fulfilled. In unity and with unwavering resolve, we will use the tools of visibility to forge a stronger and more vibrant future, where AZNP's mission becomes synonymous with positive change for all Azerbaijanis.

Conclusion to the Visibility Plan:

This Visibility Plan is not just a document; it's a promise—a promise to harness the power of visibility for AZNP's mission, a promise to enhance our influence, and a promise to engage with our stakeholders more effectively. It's a testament to our

collective commitment to AZNP's goals and our belief in the potential for positive change in Azerbaijan.

As we embark on this journey, let us keep in mind that visibility is not an end in itself but a means to an end—a means to a more inclusive, equitable, and prosperous future. Let us seize this opportunity, make our voices heard, and amplify our impact. Together, we will shine even brighter on the path to a better tomorrow for Azerbaijan.