



Project Sheet

Implementation of the Communication Strategy

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This action plan has been drawn up on the basis of the recommendations of the national strategy for implementing the African Continental Free Trade Area (AfCFTA) in Côte d'Ivoire. It covers the period from January to December 2021 and includes four major projects, including the **implementation of the communication strategy**, as detailed in the project sheet below.

Implementation of the Communication Strategy	
Description of the Project	<p><i>In 2020, the AfCFTA-NC adopted a communication strategy drawn up by a communications consultancy.</i></p> <p>The main aim of this strategy is to inform the public about the existence of the Agreement and the resources available, while promoting support for the AfCFTA vision. It also aims to encourage stakeholders to take advantage of the resources available and make full use of the market on a continental scale</p>
Objectives	<ul style="list-style-type: none">▪ Clarify the purpose for each target group▪ Foster closer engagement▪ Coordinate advocacy efforts

<p>Targets</p>	<ul style="list-style-type: none"> ○ General public. ○ Political actors: Members of Parliaments, local elected officials, political party leaders. ○ Civil society organisations. ○ Organisations representing women, young people, etc. ○ Trade associations bringing together economic operators from all segments: SMEs, large companies, farmers, shopkeepers, liberal professions, etc. ○ The academic and research world (universities, research centres, think tanks, etc.). ○ Media organisations.
<p>Priority Actions</p>	<p>Communication actions will be carried out via the following channels:</p> <ul style="list-style-type: none"> ▪ Media channels: television, radio, traditional/specialised press, web. ▪ Non-media channels: brochures, leaflets, banners, kakemonos, 12m² billboards, goodies, etc. ▪ AfCFTA Ambassadors ▪ Round tables ▪ Bloggers ▪ Public conferences
<p>Expected results</p>	<ul style="list-style-type: none"> ✓ Stakeholders are well informed, trained and strongly involved in the implementation of the AfCFTA in Côte d'Ivoire. ✓ The image of the State of Côte d'Ivoire and the AfCFTA-NC is enhanced. ✓ Côte d'Ivoire takes full advantage of the opportunities offered by the AfCFTA agreement.

Priority Actions	
Actions	Implementation Periods
Production of non-media materials (brochures, leaflets, banners, banner rolls, 12m ² billboards, goodies, etc.)	Starting from January 2021
Audiovisual communication (TV spots, radio spots, print and digital media, etc.)	Starting from January 2021
Digital activation (contract to be negotiated)	Starting from January 2021
AfCFTA-NC events (promotional day, forum, trade fair, etc.) From January 2021	Starting from January 2021
Sponsorship (events not organised by AfCFTA-NC) From January 2021	Starting from January 2021
Barometric survey (periodic, quarterly measurements) From January 2021	Starting from January 2021

THANK YOU !