



Project Communication & Visibility Plan

Bhutan SUSTOUR: *Replicating EU tourism industry SCP best practices into a Bhutanese sustainable tourism model*



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General Communication Strategy

1. Overall communication objectives

To promote sustainable consumption and production (SCP) practices across the tourism value chain of Bhutan by undertaking quality communication and visibility activities which support the project objectives.

2. Target groups

Target groups of the dissemination plan are the target groups of the project, namely:

- 750+ Bhutanese inbound tour operators, representing 50% of the EU-Bhutanese trade
- 500+ MSME key suppliers (eg accommodations, guides, transport providers)
- 100+ committed tour operators
- National Tourism Associations
- 100,000+ tourist clients of participating TOs and FIT's
- staff from ABTO (6), HBAB (3)
- tour operators (TOs)
- hotels and guest houses (including rural facilities)
- restaurants
- tour guides (including rural communities)
- enterprises/cottage industries providing crafts, agri produce & trade supplies to the tourism sector, focussing on rural & disadvantaged groups
- regional and international Tourists
- staff from key agencies: Tourism Council of Bhutan (TCB), Ministry of Economic Affairs (MoEA), Ministry of Agriculture and Forest (MoAF), Gross National Happiness Commission (GNHC), National Environment Commission (NEC), Royal Society for Protection of Nature (RSPN), Hotel Tourism and Management Training Institute (HTMTI).
- Financial service organisations
- regional governments
- Community development organizations

3. Specific objectives for each target group, related to the action's objectives and the phases of the project cycle

- Create awareness amongst target groups, stakeholders & beneficiaries on SCP concepts, best practices, role of the EU Switch Asia programme including funding and project benefits to target groups
- Improve articulation of benefits of the project amongst target groups to encourage their active participation and ownership in the project and support the scaling up of project outcomes
- Create awareness amongst the wider society in Bhutan on SCP issues and sustainable development, role of the EU / Switch Asia programme including funding, project partners
- Create visibility of project impact amongst stakeholders, beneficiaries and wider society

Communication Activities

4. Main activities that will take place during the project period covered by the communication and visibility plan

Communication activities have been designed including in a major dedicated activity cluster (AC 6) focussing on:

- a. EU and India market and destination analysis
- b. Bhutan green destination marketing and communication strategy/plan
- c. Eco messages in promotions of Bhutan / EU tour operators
- d. Innovative (social) media campaigns
- e. Social and launch events

The sub-activities under this major activity include:

- A project communication strategy
- launch events
- Project launch events
- Awards events
- Press releases
- Project visibility elements with logo providing identity and consistent messages
- Promotional material (brochures, fliers, banners, posters, letterheads, certificates for training recipients)
- Quarterly eNewsletter disseminated to all target groups and potential beneficiaries and project webpage
- Industry visits

This activity will be coordinated by the Project Director (ABTO), Project Coordinator (ABTO) with significant inputs from the Communications Specialist (ABTO) and support from the project team and logistical support of the project office.

Domestic communication

Domestic awareness and communication will be achieved through:

- Project visibility and communication materials
- Presentations
- Newsletters
- Launch and award events
- Reference materials, training materials, toolkits
- Reports
- Dissemination through web and social networking media.

This activity will be coordinated by the Marketing, Communications & Consumer Specialist (ABTO) under the guidance of the EU team leader and Project Director (ABTO) with logistical support from the project office.

International communication

International communication will target tourists and international TOs, and will include the following sub-activities:

- Strategic communication and marketing campaign for international markets through project partners, tour operators and other tourism enterprises and businesses.
- Packaging of sustainable tourism offerings with branding and eco messages
- Development of international publicity material
- Dissemination channels including internet including social media networking, key tourism events and fairs, linkage with international TOs, international press releases and media campaigns
- Dissemination in the Asian region during meets, trainings, partner institutions, business entities, tourism associations and tour operators.
- Regular liaison with and attending the Switch Asia Networking events.

This activity will be coordinated by the Communications Specialist (ABTO) under the guidance of the Project Director (ABTO) and Project Coordinator with support from the project office.

In addition to the above major communication and visibility activities, the following mechanisms will ensure visibility of the action and EU funding across all activities and sub-activities:

- Implementation of a Communication strategy, based on the EU communication and visibility guidelines, which will shape the design of all communication/visibility activities of the project
- Acknowledgement of EU and Switch Asia financial support, the action and project partners in all media releases, project events, dissemination events, promotional material, all project communications (letters, emails), training certificates, Project webpage, domestic and international communication activities.

5. Graphic element for Visibility of the Project

6. Communication tools chosen & benefits in local context

No.	Communication Tool	Advantages in local context
	Communication Material	
1.	Custom Project Logo	Unique identity & visibility for the project reflecting sustainability and Bhutan
2.	Standardised project materials (business cards, letterheads, stationary, reporting formats and training certificates)	Convey a coherent and consistent project identity to target groups and stakeholders
3.	Project brochure (English) & leaflet	Convey key information to target groups & stakeholders including project objectives & benefits
4.	Project banner and other publicity material	Provide visibility & identity to the project outside the project office and at major events including workshops, launches, fora and fairs
5.	Quarterly Newsletter - Distributed by email	Provide updates on project activities and impact amongst a wide audience including target groups, stakeholders and beneficiaries
6.	Project webpage hosted on ABTO website	Web based dissemination of project information to target groups & wider audiences.
7.	Commemorative certificates of completion for trainings or awards nights	Strengthen visibility of impact of project amongst target groups & stakeholders. Recognition for successful trainees.
8.	Dissemination of success stories and examples	Promote further interest and motivation amongst industries in Bhutan and the region for replication
9.	Published reports, reference materials, standards, criteria, guidance and toolkits and other project outputs.	Strengthen visibility of impact of project amongst target groups & stakeholders and promote wider participation in project activities and objectives.
10.	Publicity material for circulation amongst international tour operators	Increase visibility of green Bhutan and community based tourism areas and create

		more interest in the market
11.	Branding for green Bhutan tourism	Packaging of sustainable/green tourism offerings with branding and consistent messages
	Dissemination Events	
12.	Launch events	Targeted and incremental approach for awareness creation & outreach
13.	Meets and launch events with wide stakeholder participation	Create awareness and promote regular dialogue on SP issues, project activities and impact amongst target groups and stakeholders
14.	Workshops and trainings and certification events	Create awareness on SCP issues, project objectives, project activities & benefits for industry
15.	Awards to recognise best sustainable and environmentally performing companies.	Promote and recognise well performing enterprises amongst national & international beneficiaries
16.	Participation at major regional events	Promote project activities, outcomes and well performing enterprises in the Asian region
17.	National exhibitions/conferences with participants from industry, stakeholders & public	Promote and showcase SCP and green concepts, project impact, model solutions, tools, approaches, technical capacities, technology providers and successful example amongst target groups, stakeholders and broader society
18.	Field visits to best performing industries and showcase model entities	Show case project impact on target groups amongst stakeholders and beneficiaries
19.	Attending key tourism events and fairs	Develop international awareness on green Bhutan tourism authentic sustainable products and services
	Media Releases	
20.	Media releases at training and other launch events.	Providing simple but key messages on SCP concepts. Create initial awareness and norm shift amongst broader society in general and the participants and enterprises in particular.
21.	Media releases during major events (national awards, workshops, fora, conference)	Disseminate project impact amongst target groups, key stakeholders & beneficiaries
22.	Media releases for launching of major outputs such as regional partnership fora, launch of green financial scheme, standards and tools etc.	Awareness of specific project tools and project output amongst target groups, key stakeholders & beneficiaries
23.	Switch Asia Networking facility	Obtaining best practices from other projects, sharing of project results, updates to the Switch Asia publications and project material/content in the Switch Asia website.

INDICATORS OF ACHIEVEMENTS

6. Completion of the communication objectives – Indicators

- Awareness on SCP concepts created amongst at least 800+ target enterprises from tourism including local community enterprises
- At least 200+ enterprises aware of the project benefits and project success stories
- Awareness of project activities and impact amongst at least 50-100+ stakeholder representatives covering national government, local government, funding agencies, banks and industry associations

- Awareness of SCP concepts amongst at least 50,000 members of the general Bhutanese public by exposure to domestic communication
- At least 20000 visitors to the country who have received exposure to media/communication of the project outputs.

RESOURCES

8. Human Resources

- EU Partners – Technical advise & overall guidance
- Project Director (ABTO) and Project Coordinator – General advise and coordination
- Communications Specialist (ABTO) – implementing communication activities including coordination.
- Project Manager HRAB – coordination of communication amongst hotels and restaurant

The Project Office team (ABTO) in consultation with all partners will provide final decision for key communication components.