**Introduction**

This communication framework covers the main arrangements for communication related to the implementation and results of the Danish Maritime Security Program Phase 3 (DMSP 3). This includes liaison between the key Danish actors involved (Danish Embassies in Accra and Abuja, , the Ministry of Foreign Affairs (MFA) office on Africa Policy and Development (APD), the MFA office on Migration, Stabilization and Fragility (MNS), the MFA office on Security Policy (SP), the Ministry of Defence (MOD), the Danish Defence Command (DCD), and the Danish Special Operations Force Command (SOF).

The framework notes that all the DMSP 3 partners have their own communications units and will be able to contribute to the communication of results and other forms of dialogue. Given the nature and scope of the programme, it is essential that communication is effectively coordinated amongst the implementing partners.

**Purpose**

The communication framework serves five purposes:

1. Contribute to strategic communication at political level regarding Denmark’s engagement in the Gulf of Guinea’s maritime domain.
2. Communicate the results to Danish citizens and the private sector (particularly the shipping industry) to ensure transparency and accountability of the use of the Danish development and defence funds.
3. To enhance the knowledge of Danish citizens of the political and societal developments in the Gulf of Guinea, particularly concerning maritime matters in and off the coast of Nigeria and Ghana and Zones E, D, and F of the Yaoundé Architecture.
4. Communicate the programme results to citizens in Benin, Cameroun, Côte d’Ivoire, Ghana, Nigeria, and Togo and the involved governments (as well as other regional governments and actors) to ensure transparency and accountability of the Danish support.
5. Ensure an informed policy dialogue between the Governments of Denmark and the aforementioned countries as well as regional organisations such as the Economic Community of West African States (ECOWAS), the Economic Community of Central African States (ECCAS), and the Inter-regional Coordination Centre (ICC), as well as with other cooperation partners.

**Public diplomacy opportunities**

DMSP 3 has expected results that contribute directly to Danish policy priorities in the maritime area, including reduction in the risks of attack from maritime criminals, safer and more efficient trade and port visits, aiding freedom of navigation, and strengthened development outcomes from the blue economy including economic growth and prosperity in West and Central Africa.

Public diplomacy undertaken by Danish stakeholders should start highlighting specific objectives and results, but also consider the cumulative effect of the Danish support.

The messages will be concise and relate to the specific cases where Denmark or Danish funded partners have played a clear role.

Four types of messages are foreseen:

1. Thematic and policy priority messages where there is specific focus on Danish policy priorities that need to be communicated. This will include specific political messages relating to freedom of navigation, littoral states’ responsibilities within their territorial waters, and/or thematic messages related to inter-agency cooperation, anti-piracy legislation and judicial reform, gender, human rights, etc. The messages may be timed to be delivered at specific events (e.g., ministerial meetings or the Friends of the Gulf of Guinea conferences), in which case they will be carefully calibrated according to the issues and the audience and will be coordinated with appropriate departments in the MFA and MOD. Frequency: These messages will be produced as required and at the initiative of the MFA/MOD.
2. Basic factual messages concerning the programme and its engagements. This may include messages at engagement/activity launch with information on engagement/activity objectives, partners, funding level, etc., as well as information about conclusions of key steps in the engagement or programme cycle. It may also include fact sheets underlining the Danish financial and technical contributions. Frequency: MFA MNA/APD/MOD will prepare a format and text for such a fact sheet to coincide with programme launch. Subsequent messaging is expected to coincide with key events/activities.
3. Major achievements will be communicated immediately once documented. This could be Danish contributions to strategic goals or at output level in relation to specific initiatives. It may include individual case stories (personal or topical) that will exemplify the work undertaken in individual engagements (or sub-engagements) under the programme. Frequency: The programme should aim at 1-2 stories/reporting per year per engagement. The four engagement implementing partners i.e., UNODC, INTERPOL, KAIPTC, and DCD shall take responsibility for preparing these and the most appropriate means of dissemination.
4. Responses to crisis situations or negative changes to risk scenarios. Details of such response to be developed by the DMPS 3 Contact Group, which has MFA, Embassy, MOD, and DCD membership. Frequency: As required.

**Stakeholder responsibility**

The different stakeholders in the programme will play roles according to their level of engagement and authority in the programme:

1. The two Embassies and MFA departments and offices will agree on common communication efforts. APD will also provide messaging to the MFA communication department for overall reporting on progress.
2. MOD/DCD. The MOD and DCD will ensure that communication is coordinated amongst the defence actors concerned and as may be relevant as well as amongst likeminded partners in the region with whom Danish military personnel are cooperating.
3. UNODC, INTERPOL, and KAIPTC will coordinate key messages/events with the Danish Embassy in Accra prior to any communication.

**Coordination**

It is essential that communication on the DMSP 3 is consistent and accurate. The Contact Group will consider communications opportunities and the messaging required at its regular meetings. At engagement level, all communications initiatives will be considered by the Danish Embassy in Accra prior to release.