

Uganda Solidarity Summit on Refugees
Translating New York Declaration Commitments into Action
22-23 June 2017

COMMUNICATIONS GUIDELINES AND KEY MESSAGES

A. RATIONALE

1. These Guidelines and Key Messages should be read in conjunction with the Concept Note.
2. They are designed to provide a unified framework to guide communications with external actors, including for the formulation of Summit documentation and public information products like press releases, media information packs, feature stories, videos and social media posts, etc.
3. The Key Messages take into account the diverse information needs and concerns of different stakeholder groups that will be involved in realizing the aims of the Uganda Solidarity Summit on Refugees.

B. COMMUNICATION GOALS

Raise awareness about generous refugee protection, management and social integration model and **advocate** for predictable broad-based support to sustain it for the benefit of refugees and those who protect them, through:

1. Sharp strategic **messaging** that is adapted for target audiences, making the case for urgent broad-based stakeholder engagement.
2. **Credible, emotive and shareable content** using a refugee protection lens and the CRRF framework.
3. Stories of courage, resilience and humanity aimed at **increasing empathy** that cover the spectrum of **displacement scenarios** (emergency, protracted, rural, urban), refugee **nationalities, diversity management** (age, gender, special needs, etc), Refugee Law aspects (freedom of movement, land, rights to education, seek employment, run businesses), **host community** contributions, **impact on public services**, etc.

C. EXPECTED OUTCOME

The main outcome of communication activity will be a strong case for robust engagement by the international community to **support Uganda through additional funding, new partnerships, investments and innovation** in the face of:

1. the unprecedented numbers of refugees it is hosting
2. the unfailing generosity of the Government and people, evidenced in policies and practice that contribute to a dignified stay for refugees
3. the overwhelming impact on the resources and capacities of Government and host communities
4. the urgent unmet humanitarian needs of refugees
5. the imperative of international burden-sharing as a means to preserve and promote asylum space pending the realization of durable solutions

D. TARGET AUDIENCE	COMMUNICATIONS OBJECTIVES
<p>1. General public in Uganda</p>	<ul style="list-style-type: none"> – Allay false perceptions about preferential treatment of refugees in the country – Create empathy and a spirit of good neighborliness towards women, men and children who have lost the protection of their countries – Illustrate Government’s endeavors to mobilize international support for refugees and host communities
<p>2. Other national audiences including but not limited to:</p> <p><i>a.</i> Government actors at policy and decision-making levels, eg. national assembly, line ministries, district authorities, etc)</p> <p><i>b.</i> Refugee hosting districts (politicians, local authorities, host communities)</p> <p><i>c.</i> Host communities, refugee communities, etc.</p>	<ul style="list-style-type: none"> – Perceive positively Uganda’s refugee protection, management and social integration model – Understand need to maintain asylum space – Appreciate the Government’s effort to mobilize support to unlock the potential for sustainable development and a diversified economy in refugee hosting areas – Recognize refugees for the potential they represent as assets to the host country, and future agents of positive transformation in the region
<p>3. Existing and potential funders/partners: policy and decision-makers in government, International Financial Institutions, bilateral donors, business leaders, foundations, civil society, NGOs, faith-based institutions, youth groups, research and academic institutions, etc.</p>	<ul style="list-style-type: none"> – Appreciate fully Summit issues and concerns, particularly needs, gaps and opportunities – Are persuaded to: <ul style="list-style-type: none"> • commit financial and other resources to support emergency and ongoing needs, resilience initiatives (STA, ReHope) to benefit refugees and host communities, • invest in refugee-hosting districts • expand solutions for refugees • invest in improving conditions in countries of origin in preparation for eventual safe, dignified, sustainable large-scale voluntary return of refugees who opt to.
<p>4. Opinion leaders: Goodwill Ambassadors, Special Envoys, civil society, business leaders, community leaders, journalists, educators, celebrities, etc.</p>	<ul style="list-style-type: none"> – Equipped with timely, accurate and relevant information to enable them to utilize their voices and networks to advocate for support to Uganda
<p>5. Regional governments, institutions (include refugee countries of origin): presidents, prime ministers, cabinet ministers, permanent secretaries; AU, IGAD, EAC. etc.</p>	<ul style="list-style-type: none"> – Appreciate the human suffering that instability in the region is inflicting on citizens – Political support for a Pan Africanist approach to refugee management – Redouble efforts to address root causes of displacement and realize durable solutions

E. COMMUNICATION CHANNELS

1. **Direct contacts:** letters, meetings, teleconferences, field visits, etc.
2. **Media practitioners and outlets:** local, regional, international
3. **Communication products:** public statements, press releases, fact sheets, features, human stories, FAQs, video and photographic documentaries, etc.
4. **Digital media:** websites, social media platforms, blogs, etc.
5. **Print and broadcast media productions:** commissioned opinion editorials, advertorials, radio and TV talk shows, press conferences, refugee/host community profiles, social edits, public service announcements
6. **Publicity props:** billboards, banners, posters, digital screens, etc.

F. KEY MESSAGES

The following messages serve to support the **call to action** of theme of the Uganda Solidarity Summit on Refugees, ie. Translating the Commitments of the New York Declaration into Action

1. **The unprecedented refugee situation in Uganda calls for urgent international solidarity and burden-sharing**
 - a. Uganda is the leading refugee hosting country in Africa, and ranks among top three worldwide.
 - b. Uganda cannot handle Africa's largest refugee crisis alone, with 1.2 million women, men and children requiring international protection.
 - c. Underfunded humanitarian programmes are leaving refugees extremely vulnerable on all fronts (explain).
 - d. Infrastructure and public services in refugee hosting districts are overstretched.
2. **Uganda is living up to its international obligations; this should be a collective effort**
 - a. The international community should endeavor to match Uganda's generosity towards people who have lost the protection of their home countries
 - b. Uganda's **refugee laws are among the most progressive in the world**, granting refugees many of the rights and privileges that its citizens enjoy, notably:
 - access to identity, travel and other documents
 - freedom of movement
 - access public services (health, education)
 - right to, seek employment ;own businessesUganda encourages refugees to become economically self-reliant; allocates families parcels of land to settle and cultivate. Without international solidarity these generous refugee policies cannot be maintained
 - c. Without tangible dividends, it will be difficult to maintain asylum space.
3. **Host communities are on the frontline of refugee response. Support to them is crucial to maintaining and strengthening the asylum space in Uganda**
 - a. Host communities show exemplary acceptance of refugees, sharing land and resources.
 - b. Uganda has taken the groundbreaking step of including refugees in national development plans
 - c. Existing infrastructure and public services overstretched by the needs of the rapidly growing population of refugees.
 - d. Refugee hosting districts are facing development and service delivery challenges.
 - e. Investment in refugee-hosting districts will promote economic and social development for the benefit of all.