



## **Communications and Visibility plan for the DCoC High Level Meeting to be held**

**In Dar es Salaam, Tanzania on 28-30 November 2024**

- A. Background
- B. Objectives
- C. Communication Activities
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The 7th High-level Meeting on the implementation of the Jeddah Amendment to the Djibouti Code of Conduct, will be held in Dar es Salaam, United Republic of Tanzania (the Dar es Salaam Meeting) from 28-30 November 2024.

### **A. BACKGROUND**

1 In October 2023, the International Maritime Organization (IMO), following a request from Signatory States to the Jeddah Amendment to the Djibouti Code of Conduct (DCoC/JA), which focuses on the repression of transnational organized crime in the maritime domain, maritime terrorism, and other illegal activities in the western Indian Ocean and the Gulf of Aden (DCoC), convened the Sixth High-level Regional Meeting on Implementation of Code (the Cape Town Meeting), within the context of the Jeddah Amendment. The Cape Town Meeting was hosted by the Republic of South Africa and supported by the Indian Ocean Commission and CRIMARIO II Project.

2. The primary objective of the Cape Town Meeting was to help Participants to identify means to operationalize the DCoC Information Sharing Network, address evolving maritime challenges and security priorities of Signatory States and agree on the concrete measures to be adopted by Signatory States in implementing Article 2 of the Jeddah Amendment, in order to strengthen maritime security in the western Indian Ocean and the Gulf of Aden.

3 The Cape Town Meeting adopted the following three resolutions:

Resolution #1 on Operationalization of the DCoC/JA Information Sharing Network;

Resolution #2 on Development of a DCoC Signatory States' Maritime Security Strategy;  
and

Resolution #3 on Establishment of thematic sub-working groups for Working Group Two (WG2) on capacity building coordination



4. The Dar es Salaam Meeting will have discussions around:

- The enhancement of the DCoC Information Sharing Network
- Outcomes of the First Regional Workshop on Development of the DCoC Regional Maritime Security Strategy, held in Jeddah from 11 to 21 November 2024
- Operationalizing the piloting of the three thematic sub working groups on IUU Fishing (led by Tanzania), Port and ship security and protection of coastal installations (Ethiopia) and Threats to Maritime Environment (Mauritius).

## **B. OBJECTIVES**

In line with the mandate of Working Group One on Information Sharing under the Jeddah Amendment to the Djibouti Code of Conduct (DCoC/JA) and the IMO Communications Strategy (revised in May 2024), a communications plan to enhance the visibility and profile activities of the 2024 DCoC High Level Meeting on the Implementation of the Jeddah Amendment to the Djibouti Code of Conduct in the western Indian Ocean and Gulf of Aden.

This plan will be executed based on meeting-based activities covered by the relevant contract budget, where applicable. Its objective is to boost the brand image of the DCoC/JA and promote maritime security and safety in the Western Indian Ocean and Gulf of Aden, under the Code.

### **The plan will aim to:**

- Raise awareness about the DCoC/JA framework, nationally, regionally, and internationally, and Signatories involved in the implementation of the Code;
- Circulate regional achievements not only to Signatory States involved but also to implementing partners contributing to the DCoC/JA within the region and internationally;
- Communicate and increase the visibility of the DCoC/JA framework towards other target groups;
- Promote the DCoC/JA as a case study for other states and regions in tackling maritime crime and achieving maritime security and safety and;
- Enhance maritime security and safety in the Western Indian Ocean and Gulf of Aden region, under the provisions of the Jeddah Amendment to the Djibouti Code of Conduct.
- Advocate for the safety of seafarers involved in the shipping supply chain that serves the global south, with particular emphasis on the WIO and GoA.

### **Target groups**

The Communications and Visibility Plan targets National Focal Points and Partners of the DCoC/JA framework who work to ensure security and safety in the Western Indian Ocean and Gulf of Aden

**Signatory States of the DCoC:** Kingdom of Bahrain, Comoros Islands, Djibouti, Ethiopia, France Reunion (not confirmed), Kingdom of Jordan, Kenya, Madagascar, Maldives, Mauritius, Mozambique,



Oman, Saudi Arabia, Seychelles, Somalia, South Africa, Sudan, United Republic of Tanzania, United Arab Emirates and Yemen

**Friends of the DCoC (Partners):** CRIMARIO II, European Union, European Union Capacity Building Mission in Somalia (EUCAP), France, Indian Ocean Commission (IOC), INTERPOL, India, Skylight, Kingdom of the Netherlands, UNITAR, United Kingdom and IMO

**Other Target Groups:** Mainstream media in Tanzania, non- signatory African States

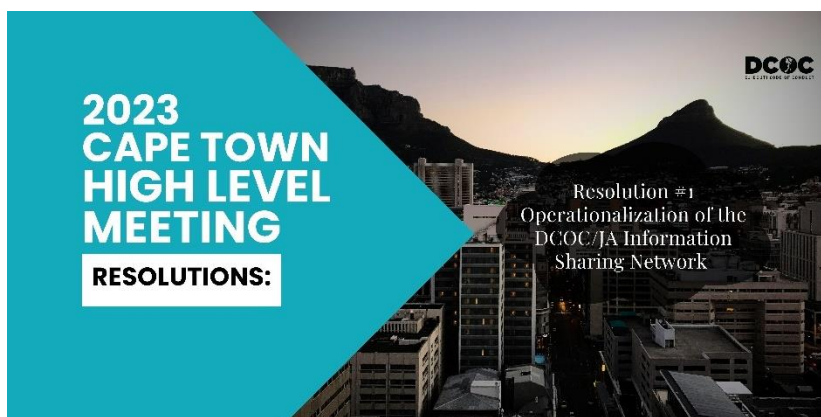
**The donor:** The United Nations Institute for Training and Research (Division for Peace - Communications Unit) co-sponsored by the German Foreign Ministry.

**Project Duration:** 28 – 30 November 2024

## C. COMMUNICATION ACTIVITIES

### Before the DCoC HLM

1. **Weekly announcement flyers** will be published on the DCoC [website](#). Highlights of the 2023 High Level Meeting and what to expect of the 2024 HLM will also feature side by side with the Announcement flyer. The Tanzania team will share the artwork on their official website





2. A **Promo Video** of the DCoC HLM will be shared two weeks ahead of the event (on X, Facebook, LinkedIn, Youtube and Instagram) and will be pinned on top of the @IMOSecurity X account a week before the event.





3. **Media Invitations** to the 13 official media will be sent out on 21 November 2024, a week before the meeting, to help secure reservations and a media gallery section in the venue to broadcast the opening ceremony of the event.

The Tanzanian Point of Contact for Communications/Publicity, Mr. Christopher Philemon ([christopher.philemon@uchukuzi.go.tz](mailto:christopher.philemon@uchukuzi.go.tz)) will send out the invitations to news/sub editors in the following media houses: Daily Newspaper, Citizens Newspaper, The Gurdian Newspaper, Mwananchi, Habari Leo, Nipashe, TBC, ITV, Azam, Channel Ten, EAST AFRICA, Voice of China and the BBC.

4. **Nametags, Step & Repeat and roll up banners** will be prepared by the Tanzania/IMO team. All artwork will be shared on a mutually formed WhatsApp group. Artwork will maintain consistent partner logos as follows: Tanzania, UNITAR, IMO, DCoC. Please see that sample below:

**7th HIGH-LEVEL MEETING ON THE IMPLEMENTATION OF THE  
JEDDAH AMENDMENT TO THE DJIBOUTI CODE OF CONDUCT**

**DAR ES SALAAM – UNITED REPUBLIC OF TANZANIA**



DAY 1 – THURSDAY 28 NOV 2024		
Timing	Subject	Lead
0800-0830	Registration	URT/IMO
0830 - 0900	Opening Ceremony	Tanzania (Navy/Entertainment Group)
0900-0945		

5. The **Agenda, Read Ahead Paper** and relevant event-based communication materials will be provided for in the DCoC website (DCoC HLMs section under [Meeting Reports](#))

#### **During the DCoC HLM**

6. **Desk Flags and Banner Flags** (on poles) will be displayed on the tables and the peripheries of the room. IMO will provide their desk and banner flag.



**All** participating countries and partners will be identified with their respective desk flags, besides their desk tags.



Banner Flags for the main partners of the event will be lined up on the two sides at the front section of the meeting room. A draft list of participants has been shared with Tanzania.



7. **Quoted tweets of speakers/panelists** will be shared on the @IMOSecurity [account](#) and Tanzania's related X accounts (Department of Transport, TASAC, MSL, DMI). Artwork will be prepared ahead of the event with all presentations expected to be shared with the IMO Secretariat, one week before the event. The quoted tweets can be scheduled in advance. Sample:





8. A **group photo** of all participants and partners with the chief guest will be captured. The Tanzania/IMO Communications POC will lead on this. Here is a sample of the group photo plan to ensure order and coordination. Sample group photo plan:



9. **Media coverage (pictures, livestream)** will be provided by both Tanzania/IMO teams and pictures will be edited, uploaded on the DCoC website [gallery](#) and link shared with all participants. The livestream will be found on the IMO Maritime Security Youtube [channel](#).

**News stories** aired by the official media stations will be provided, on the DCoC website ([Videos](#) section).

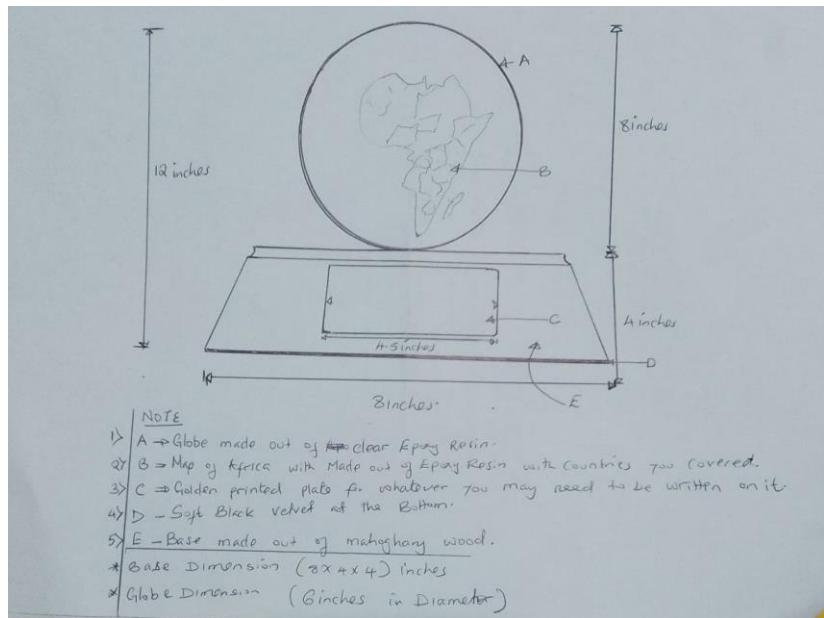
An **IMO/DCoC media story** on the event will be aired on the IMO website. The media writeup on the 2023 DCoC High Level Meeting is attached [here](#)

10. **Recap voiced videos** for Day 1 and Day 2 will be shared at the start of the next day's activities. Please see sample provided [here](#)

11. **Generic banners** of the event will be projected on provided screens (potentially 3-4 screens) to cover for breaks / transitions between sessions and livestreaming of the event

12. The IMO Secretary General will be gifted with a DCoC crafted **souvenir** depicting illuminated States party to the DCoC/JA. The souvenir is expected to cost USD 170-200.

Sample sketches are provided below (final product will include Gulf of Aden and Island States).



Tanzania will disburse a **souvenir gift hamper for all** participants (with a branded notebook, pens and small flasks)

13. Serena Hotel (event location), Tanzania will **provide notebooks (A4)** and general stationery for the meeting.

14. Branded IMO **Lanyards and Pens** for the event will be provided.

15. Tanzania will provide **high data speeds (10-15 mbps)** to aid High-Definition livestreaming and social media updating.

16. **Branded bags** provided by IMO.

17. Translation services – French, Arabic and English will be provided for the event and paid for by IMO.

18. The DCoC **End-of-Year magazine** will be shared with participants. Draft is provided [here](#)

19. Nametag pockets will be provided.



#### **D. Resources**

The total publicity budget will be USD \_\_\_\_ with the Interpretation/translation and Chief Guest souvenir costs being shouldered by IMO.

Besides select branded materials (IMO desk flag, IMO banner flag, Branded bags, lanyards, and pens), the cost for all other materials will be provided by the government of the United Republic of Tanzania.

**END**