



COMMUNICATION & ENGAGEMENT STRATEGY 2024





MWEITI Communications and Engagement Strategy 2024-2030

Under

Technical Assistance to Public Finance Management Reforms in Malawi
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TABLE OF CONTENTS

1	INTRODUCTION.....	6
2.	CONTEXTUAL BACKGROUND	8
3.	SWOT ANALYSIS.....	11
4.	VISION, MISSION AND VALUES.....	12
5.	OBJECTIVES	13
6.	APPROACHES FOR ACHIEVING OBJECTIVES.....	13
7.	OUTCOMES.....	14
8.	STRATEGIC FRAMEWORK (STRATEGY PER OBJECTIVE)	15
9.	STAKEHOLDER ANALYSIS.....	19
10.	TARGET GROUP SEGMENTATION	21
11.	MESSAGE PER TARGET AUDIENCE	22
12.	COMMUNICATION STRATEGY TOOLS AND CHANNELS.....	26
13.	MWEITI COMMUNICATION IMPLEMENTATION MATRIX/TIMEFRAME.....	30
14.	EVALUATION	35
15.	BUDGET.....	36
16.	ANNEX.....	44

List of Abbreviations

CES	Communication and Engagement Strategy
MWEITI	Malawi Extractives Industries Transparency Initiative
EITI	Extractives Industries Transparency Initiative
MNS	MWEITI National Secretariat
MSG	Multi-Stakeholder Group
MMT	MWEITI Media Taskforce
EI	Extractive Industries
MoFEA	Ministry of Finance and Economic Affairs
KRA	Key Result Area
MA	Mineral Authority
NAO	National Authorising Office
NKE	Non-Key Expert
SWOT	Strength Weakness Opportunity and Threat
BoD	Beneficial Ownership Disclosure
OGP	Open Governance Partnership
MWEITI ACS	MWEITI Anti-Corruption Strategy
MRA	Malawi Revenue Authority
RBM	Reserve Bank of Malawi
EDF	Export Development Fund
ACB	Anti-Corruption Bureau
CSOs	Civil Society Organisations
NRJN	Natural Resources Justice Network
PWYP	Publish What You Pay
CEPA	Centre for Environmental Policy Advocacy
MMA	Mines & Minerals Act
MRCS	Malawi Mineral Rights Cadastre System
IEC	Information Education Communication

1 INTRODUCTION

The Extractive Industry Transparency Initiative (EITI) is a global standard for good governance and prudent management of natural resources in the extractive sector that is currently being implemented in over 55 resource-rich countries around the world through a coalition of Government Entities, Extractive Companies and Civil Society Organizations, working together to enhance openness and accountability. Malawi became a member of the EITI in 2015, joining 'EITI countries' that are expected to implement the EITI International Standard. The initiative's main purpose is to disclose information and account for revenues along the whole extractive industries' value chain. EITI member countries go through periodical validation by the EITI International secretariat to determine their EITI compliance which qualifies each member as an implementing country. EITI Standard is anchored on three pillars. Firstly, all revenues from a country's natural resources such as oil, gas, minerals, and forestry in a case of Malawi should be regularly published and independently verified and reconciled. Secondly, the publication of this data should be managed and overseen by a Multi-Stakeholder Group (MSG) composed of members of government, civil society and extractive industry companies. And thirdly, this data should be effectively shared with the country's citizens, to stimulate an informed debate about how natural resources are being governed.

Since earning the EITI Candidate status, Malawi has remained committed to EITI International Standard and to date, the country has gone through two successful EITI validation and assessment - first in 2018 and second in 2022 - scoring meaningful progress in both instances. Guided by "A Guide for Communicating the Extractive Industry Transparency Initiative", the Malawi Extractive Industry Transparency Initiative (MWEITI) MSG recognized the responsibility of ensuring timely provision of relevant and comprehensible information to all stakeholders about EITI Standard implementation hence, through its Communications sub-committee it commissioned the development of a customized MWEITI Communication and Engagement Strategy (CES) to provide a framework through which different stakeholders will be engaging each other on issues related to the extractive industries. The first Communication and Engagement Strategy was developed in 2017 and successfully implemented for five years in covering 2017-2022. When the first CES expired in 2022, the MSG agreed to revise it to allow new communication strategies incorporated and to respond to the evolving needs of the extractive sector.

The 2017 CES was superseded by a lot of new developments that have emerged in the Malawi extractive sector over the past years such as the revision a legislation that govern the mining industry, the introduction of MWEITI Bill and Draft Policy and other supporting instruments that aim to guide implementation of the EITI International Standard. All these needed a new five-year CES that will strengthen and enhance the MSG and MWEITI National Secretariat's (MNS) communications and engagement approaches, tools and techniques to reach a diverse audience and meritoriously implement decisions that will enable effective attainment of EITI mandate delivery.

Components of MWEITI Communication & Engagement Strategy

The following major components have anchored this MWEITI Communication and Engagement Strategy and ensure its efficacy:

- **Stakeholder mapping and analysis:** Identify and understand the key stakeholders involved in the MWEITI process, including government officials, industry representatives, civil society organizations, and the general public.
- **Clear messaging and communication channels:** Develop clear and consistent messaging that communicates the purpose and benefits of MWEITI, as well as any updates or developments of the initiative. Utilize a variety of communication channels such as social media, press releases, newsletters, and public events to reach different stakeholders.
- **Engagement activities:** Plan and implement engagement activities to actively involve stakeholders in the MWEITI process. This can include hosting workshops, roundtable discussions, and public consultations to gather feedback and input from stakeholders.
- **Transparency and accountability:** Ensure transparency and accountability in all communication and engagement efforts related to MWEITI. Provide regular updates on the progress and outcomes of the initiative, and be open to receiving and responding to feedback from stakeholders.
- **Information and Education:** Enhancing stakeholder awareness of the MWEITI process and its potential to improve the management of the country's extractive industry. This includes awareness for government officials, the media, interest groups and the wider population.
- **Capacity building, and Empower:** Providing training and support to stakeholders so that they are able to interpret complex information produced during the MWEITI process, understand the ever involving extractive sector and communicate MWEITI issues with an informed opinion.
- **Insight and Analysis:** Furnishing stakeholders with information produced by the MWEITI Reconciliation Process and explaining its significance so that they can analyze the country's past financial practices and procedures in the extractive industries and have a sense of the level of the integrity of the financial system itself and the amount available to the government for public spending.
- **Gender mainstreaming:** The strategy to incorporate gender requirements according to the EITI International Standard, national gender policy and MWEITI gender mainstreaming study report recommendations.

Overall, a communication and engagement strategy for MWEITI would aim to build awareness, trust and support for the initiative among stakeholders and facilitate a transparent and inclusive process that promotes accountability and good governance in the extractive industry.

2. CONTEXTUAL BACKGROUND

The Malawi extractive sector has been going through constant but steady reforms which include reviewing its legal framework and fiscal regime, all, to respond to the great need of the fast-changing dynamics in the sector and the demands of the revised 2023 EITI International Standard which emphasizes the importance of effective communications as an essential tool for achieving transparency and accountability. The issue of communication and engagement related to MWEITI activities remain of paramount importance as it answers to principles and requirements of EITI International Standard that supports the concept's main goal which is to ensure transparency and accountability to enhance good governance of natural resources. There has been recognizable improvement when it comes to communication and engagement issues regarding MWEITI activities, thanks to the previous MWEITI Communication and Engagement Strategy that was implemented almost to the later. However, observations are that there is still room for improvement given the constant changes that are happening in the sector instigated by technological, social, political and economic dynamics that have triggered responses that are bringing about new and improved policies and mitigating overtures.

For instance, the Government of Malawi, with financial support from the European Union, is currently implementing Public Finance Management Reforms under - *Chuma Cha Dziko* Project - whose one element is the "Technical Assistance to Public Finance Management Reforms in Malawi. The Key Result Area (KRA) 3 of the project aims to improve the effectiveness and efficiency of revenue policy implementation as well as support MWEITI. This project directly responds to one of Malawi 2063 agenda's strategic priorities of improving domestic resource mobilization through stimulating investment and economic activities as well as expanding the revenue base. Creating an enabling environment for smooth investment and governance of natural resources under the extractive sector is one of the main activities that has been emphasized upon in the Malawi's 2063 economic development blue print. The document which has a 10 years Implementation Plan (MIP-1) supports and promotes the aspiration of achieving "an inclusively wealthy and prosperous country by 2063" with MWEITI activities contributing directly to the Vision through supporting and creating a conducive environment for promoting investment climate and development of mining. Mining has been inserted as an important enabler to support Pillar of industrialization in Malawi Vision 2063 and MIP-1.

Other policy reforms that have been undertaken relating to the extractive sector include the concluded MWEITI Bill which seeks to codify the requirement on holders of licences in the extractive industry to make declarations of their revenue realised from their licensed operations, payments made from their operations and beneficial ownership of their businesses; as well as require Government to disclose the licences, concessions, permits, and authorizations issued, and payments received from the extractive industry. And there is the proposed establishment of Minerals Authority (MA). The *Chuma Cha Dziko Project* has also facilitated the production and validation of MWEITI MSG Engagement Handbook, tool that aims to ensure continuous and effective interaction between the MWEITI MSG and its key stakeholders, even beyond those directly engaged

in implementing extractive governance initiatives. Additionally, MWEITI has conducted EITI Systematic Disclosure or Mainstreaming Feasibility Requirement which is derived from EITI Guidance on Systematic Disclosure that calls for EITI systematic disclosure to include data comprehensiveness, reliability, timeliness, accessibility, and open format. “Systematic Disclosure” means routine, timely and publicly accessible disclosures of information through government and company websites, official journals or publications. This information could include registers of licenses and contracts, data about companies and ultimate beneficial owners; public financial reporting; annual financial reports; and open data portals. The initial review of the existing disclosure under MWEITI vis-à-vis the EITI Standard requirements shows that there is some limited level of information being published routinely, scattered in various electronic reports, web pages and paper reports. Gaps have also been identified in the existing information, for instance, there is more contextual information found on various platforms but they remain fragmented and difficult to access in a meaningful way.

Malawi is also the first country ever in the history of EITI to develop a MWEITI Anti-Corruption Strategy (MWEITI ACS) which has already been approved for implementation and aims to provide a collaborative road map for tackling corruption in the extractive sector to prevent Malawi from becoming the next victim of ‘mineral resource curse’. Also on-going is a Gender Mainstreaming Study under EITI’s Gender-Responsive Step-by-Step Guide that aims to facilitate integration of gender equality and women’s empowerment issues into all areas of governance and development work to ensure institutional transformation that will enshrine women’s leadership, representation and meaningful participation in governance processes and dismantle structural barriers. MWEITI has also taken steps to enforce Beneficial Ownership Disclosure (BoD) in EITI reporting process in conformity with EITI Requirement 2.5. This is very crucial communication as it reveals the identity of individuals who are legal owners of entities prying trade in the extractive industry. In December 2022 Malawi published Companies (Beneficial Ownership) Regulations as the country take steps towards aligning itself with international disclosure standards which aim to improve transparency and accountability in the ownership structures of companies operating in the country. The regulations require all companies to disclose their beneficial ownership information to the Registrar of Companies in a bid to fight against conflict of interest, corruption, money laundering, illicit financial flows and other unlawful activities. MWEITI has also entered into a symbiotic working relationship with Open Governance Partnership (OGP), a multilateral initiative that secures commitments from national and sub-national governments to promote open government, fight corruption and strengthen governance, with MWEITI being designated as Co-chair.

Since 2015, there has been an uninspiring coverage of MWEITI issues apart from mainly few journalists who are members of MWEITI Media Taskforce (MMT) faced with constrained resources, lack of in depth understanding of subject matter due to lack of constant orientation workshops, limited information made available at their disposal and preferential editorial policy.

Few of the media channels that have covered MWEITI related stories include website <https://mininginmalawi.com/tag/mweiti> a Mining in Malawi blog web site, the privately-owned *Mining and Trade Review* Publication, *Malawi Post On-line* and sparingly local newspapers, televisions and radio station. MWEITI website <https://mweiti.gov.mw> has remained a reliable source of information though it is rarely updated and not very interactive. The Natural Resources Justice Network (NRJN), a grouping of CSOs which specially focus on natural resource governance in Malawi also periodically provides information to the public on the extractives sector. MWEITI MSG also engages consultants to produce a summary and interprets EITI Reports and brochures in local languages for information dissemination purposes.

As commendable the aforementioned communication and engagement efforts might have been, there still remain a huge information gap that exists relating to MWEITI activities, let alone, issues to do with the entire mining sector. For instance for years now the Malawi Mineral Rights Cadastre System (MRCS) which hosts mines and minerals licensing automated and computerized on-line system remains un-updated due to contractual issues with the developer. This situation has left the public deprived of important information about tenements rights however, government has moved to address the situation, by having the Department of Mines source local IT experts to take over the management of the mining portal.

Among many other developments the previous MWEITI Communication and Engagement Strategy presided over are the two revisions of the extractive sector's legal framework, from the Mines and Minerals Act (MMA) 1981 to MMA 2019, and now the MMA 2023.

For all these structural changes to take effect, there's need for robust communication and engagement among stakeholders, policy makers and the general populace to create an understanding that will positively bestow progress towards making the extractive industry a complementary bedrock for Malawi's economic transformation in response to strategic aspirations of the Malawi Vision 2063.¹

¹ *MWEITI Anti-Corruption Strategy (MWEITI ACS)*
<http://eiti.org/document/standard>
<https://eiti.org/>
<https://npc.mw/wp-content/uploads/2021/02/MW2063-VISION-FINAL>
<https://mweiti.gov.mw>
EITI Guidance on Systematic Disclosure
EITI Requirement 2.5 – Gender Mainstreaming Study

3. SWOT ANALYSIS

Current state of affairs under which MWEITI is operating offers Strengths, Weakness, Opportunities and Threats that this Communication and Engagement Strategy has to respond to and maneuver to effectively attain the intended objectives.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Established and functioning MSG • Established and functioning National Secretariat within MOFEA-RPD • Two successful MWEITI validation in 2018 and 2022 • Strong CSO involvement • Strong EITI Anti-corruption drive and MWEITI Anti-Corruption Strategy 2023 (first of its kind in EITI) (case of license renewal with ACB MWEITI involvement) • Malawi Mining Rights Cadastre System (MRCS) that allow government, license holders, the civil society and the public to easily monitor obligations and overall management of mineral resources.Existing Companies (Beneficial Ownership) Regulations 2022 • Basic MWEITI Mainstreaming implemented • Constitution of Malawi where principles of accountability and transparency are enshrined • Access to Information Act 2016. • Availability of the MWEITI Media Taskforce • Availability of sustainable MWEITI website • Symbiotic MWEITI and Open Governance Partnership (OGP) working relationship. (MWEITI designated as Co-chair) • Capacitated MSG • Availability of MSG Engagement Handbook • Availability of MWEITI remedial action plan, approved for implementation • National Audit Office trained in extractive industry audit by AFROSAI-E and EITI International Secretariat (2023) • National-wide capacitation of MWEITI reporting entities on completion of reporting template (2022) 	<ul style="list-style-type: none"> • Information is scattered across different stakeholders (companies, MDAs, etc.) and not linked • EI companies not attending MSG meetings (persistent absentees) • Quality of data still not ideal • Information is partially disclosed • More focus on transparency of revenue and less on expenditure • Disclosure dependent on confidentiality requirements (contractual obligations and domestic legislation) • Institutional setting for MWEITI initiative is yet to have legal backup (2024) • Insufficient Funding of MWEITI operations • MWEITI National Secretariat severely understaffed • Mining Cadastre System is not regularly updated • Lack of active centralised Forestry Cadastre
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Availability of donor funding to support MWEITI • EI is part of national priorities (MW2063 and 10-year implementation plan) • Strengthen BoD or if not possible implement BoD for MWEITI • Strengthen implementation of systematic disclosure (relevant and up-to-date information readily available on an ongoing basis) • Institutionalize MWEITI by implementing MWEITI law • Continue to strengthen MSG’s understanding on International EITI developments. • Strengthen MSG operational setting by securing resources for meetings • Strengthen CSOs knowledge (training activity or study visits) • Strengthen Media knowledge (training, media tour and study visit) • Train National Audit Officers in EITI certification • Strengthen EI companies participation in MSG • Strengthen promotion and marketing for the extractive sector • Further capacitate MSG Sub-Committees • Implement open data (policy intent and e-government drive) • Establish publicly available license register (license transparency) • Implement project level reporting • Fully utilize MWEITI Media Taskforce for report dissemination • Full implement the Ant-Corruption Strategy • Legislate MWEITI Bill and adopt validated MWEITI Policy • Maximize MWEITI benefits through political will and support for Mining industries 	<ul style="list-style-type: none"> • EI is subject to high-level political influence • Blurred line of public-personal interest in some cases • EI is prone to corruption (licensing, license renewal, contract awarding) • Lack of support from local chiefs and DCs (not yet administrative structure in office to assist and no clarity on revenue sharing from EI) • Inadequately trained media on EI and EITI issues (misrepresentation of information) • Lack of regular capacity building for MSG members

Given the progress MWEITI has made towards achieving its mandate, it appears the initiative is advantaged with enough strengths to build on and further improve on its effective delivery using opportunities available. MWEITI maintains a good track record of facing its weaknesses and striving towards flipping them into strengths and opportunities regardless of the threats. So this Five year (5year) Communication and Engagement Strategy is envisaged to assist MWEITI consolidate the gains made this far through continuous engagement of stakeholders and their constituencies to ensure that open governance of the extractive sector is enhanced for the maximized benefit of all.

4. VISION, MISSION AND VALUES

Vision

A transparent and accountable extractive sector that contributes to equitable and sustainable national economic development.

Mission

To provide a platform for improving governance in the extractive industry by enhancing stakeholder engagement to ensure fairness in the payments, receipts and equity on the allocation of revenues for the benefit of all people of Malawi.

Values

The following values/principles will guide the implementation of this MWEITI Communication and Engagement Strategy:

- a. *Integrity*: morally upright in conducting public duty
- b. *Commitment*: dedicating utter allegiance to the cause
- c. *Collaboration*: stakeholders engaging in harmony to achieve result
- d. *Equity*: fair treatment and involvement of everyone
- e. *Inclusivity*: engagement and involvement of all - the marginalized and vulnerable, including women
- f. *Mutual Trust*: reciprocated understanding among stakeholders
- g. *Accountability*: stakeholders being held responsible for their actions;
- h. *Transparency*: open discharge duty and transaction for fairness and honesty
- i. *Professionalism*: upholding competence in duty by all stakeholders
- j. *Patriotism*: serving with devotion and rigorous support for the nation cause

5. OBJECTIVES

The overall objective of the communication strategy is to empower the general citizenry of Malawi and all stakeholders to effectively understand the EITI standard, and access and disseminate information related to the extractive industries to guide meaningful participation in the EITI process for good natural resource governance.

Specifically, the Communication and Engagement Strategy will:

1. Support communication of MWEITI's mission, mandate, achievements, results and implementation process
2. Foster access, dissemination and free flow of information in the extractive sector
3. Promote transparency on payment and receipt of extractive sector revenues and accountability on utilization of those resources
4. Enhance knowledge of the EITI International Standard among various stakeholders
5. Encourage broad engagement to enhance dialogue, interaction and response
6. Improve communication within and outside the extractive sector for the benefit of citizenry.

This Five year Communication and Engagement Strategy will be implemented by all stakeholders; at national and local level, with particular interest in active extractives industry communities in Malawi. This Five year Communication and Engagement Strategy will be implemented by all

6. APPROACHES FOR ACHIEVING OBJECTIVES

The strategy aims to achieve its objective through broader and systematic communication methodologies that are in line with modern technology and ethical standards. It utilizes the available legal and legislative provisions and promotes the use of both electronic and print media as well as art and culture to ensure reaching out to all and various stakeholders needs.

The strategy is also applying EITI Mainstreaming and MWEITI Gender Mainstreaming strategies to achieve the communication and dissemination of EITI information. Therefore, it adopts the EITI implementation and the gender implementation costed work plans for achieving the fostering of access, dissemination and free flow of information in the extractive sector.

Use of existing community and district-based structures, minding gender-based approach, championed by the CSOs, companies, Communities and government partnership is also part of the Strategy implementation approach.

A combination of one-way information propagation using mass media to broad-based groups of citizens and other specific target audiences, and two-way interactive communication with key stakeholders and opinion leaders to create dialogues about EITI process and natural resources as whole will drive the strategy's effective execution.

7. OUTCOMES

Taking into account the dynamics of the extractives sector, the objectives of this strategy, backed by various communication tools and channels, looks to achieve the following outcomes within its 5-year of life span if implemented to the latter.

- Improved MWEITI visibility with recognized unique identity;
- A nation that is informed on extractive sector governance issues;
- Enhanced media comprehension of MWEITI goals and objectives;
- Increased awareness on MWEITI activities amongst various demographics;
- Enhanced appreciation of MWEITI's reform initiatives, its accomplishments and progress;
- Increased public interest and participation in MWEITI implementation processes;
- Improved dissemination, dialogue and debate of extractive sector issues;
- Increased public awareness on extractive revenues;
- Strengthened policy advocacy;
- Improved investor friendly environment
- Enshrined transparency and efficiency in extractive sector management

8. STRATEGIC FRAMEWORK (STRATEGY PER OBJECTIVE)

OBJECTIVE	ACTIVITIES	EXPECTED OUTPUT	EXPECTED OUTCOME	RESPONSIBLE
Objective 1:	<i>To support communication of MWEITI's mission, mandate, achievements, results and implementation process.</i>			
Strategy for Objective 1:	<i>Sensitize stakeholders about the importance of the extractive sector and the role of MWEITI in ensuring good governance in the sector to achieve socio-economic transformation of the country and sustainable development.</i>			
	Activity 1: Report production - Print and bind the MWEITI Report, design and produce the short version of the MWEITI Report and progress reports. Design and produce caps, t-shirts, brochures, handouts, media tool kit, containing basic routine and vital information on MWEITI and its activities.	MWEITI Report, summary reports, branding and IEC Materials are produced	MWEITI Report, Summary Reports and IEC Materials are widely distributed	Secretariat
	Activity 2: Media Sensitization - Organize three (3) sensitization workshops for media personnel in the Southern, Central and Northern Region. Distribute press kits and brochures.	Workshops organised, press kits and brochures distributed	Media is informed about MWEITI activities	Secretariat & MSG Sub-Committee on Communication
	Activity 3: Arrange Group Meetings - Parliamentary Committee on Natural Resources and Climate Change, Mining Communities, EITI Relevant Entities such as MRA, Department of Mines, Department of Forestry and Public Sector Reforms Unit and distribute MWEITI brochures	Institutionalized dialogue of National Government and Local Governments, companies and local communities is assessed and enhanced	Participatory multi-stakeholder process is strengthened	Secretariat & MSG Sub-Committee on Communication
	Activity 4: Focal identification - Identify focal point in each reporting institution (both government and company) and conduct quarterly meetings with focal points on progress towards MWEITI implementation (and recommendations)	Focal points in reporting institutions identified, quarterly meetings on progress towards MWEITI implementation conducted	Channel for monitoring progress in MWEITI Report Recommendations implementation established	Secretariat & Communication officer
	Activity 5: Report dissemination - Distribute the MWEITI Report, summary reports and brochures in all Mining Companies, Civil Society Organisations, Government Offices and Development Partners	MWEITI Report, summary reports and brochures are distributed	Stakeholders are aware of MWEITI activities	Secretariat & Sub-Committee/ Communication officer
	Activity 6: Billboards - Design and erect four (4) billboards: One in the Southern Region (Blantyre), one in the Central Region (Lilongwe), one in the Southern Eastern Region (Zomba) and one in the Northern Region (Mzuzu).	Four billboards designed and erected	MWEITI's image as credible and effective platform for promoting transparency and accountability in extractive sector is enhanced	Secretariat
	Activity 7: Radio/TV Programmes, Jingles and a Video Documentary - Expound on the workings of MWEITI with voice bites from government officials, companies, civil society organisations, mining community members and community leaders.	Electronic media programmes and jingles produced and disseminated	MWEITI is actively promoted	Secretariat

OBJECTIVE	ACTIVITIES	EXPECTED OUTPUT	EXPECTED OUTCOME	RESPONSIBLE
Objective 2:	<i>Foster access, dissemination and free flow of information in the extractive sector</i>			
Strategy for Objective 2:	<i>Empowerment of the public, government MDAs, the media, civil society and private sector with well interpreted MWEITI information.</i>			
	Activity 1: Open Data (accessibility and user-friendliness of MWEITI Data) - Organise a workshop to sensitize and orient Government MDAs, Companies, the Media and Civil Society Organisations towards MWEITI Open Data	Workshop conducted and Government MDAs, Companies, the Media and Civil Society Organisations towards MWEITI Open Data are sensitized on MWEITI Open Data	Capacities of Government MDAs, Companies, the Media and Civil Society Organisations in Open Data access, release and re-use is built	Secretariat/ Sub-Committee/ Communication and Engagement officer
	Activity 2: Website - Post at least one article per month in the MWEITI news section and ensure all information is up-to-date	One article is posted in the MWEITI news section once a month	MWEITI website is regularly updated and publicized	Secretariat/ Communication and Engagement officer
	Activity 3: Social Media - Release information regularly through the MWEITI Facebook, Twitter and Instagram accounts (at least one post per week and more during events)	One post per week is made on MWEITI Facebook, Twitter and Instagram accounts	Constant engagement is maintained on Facebook, Twitter and Instagram	Secretariat/ Sub-Committee/ Communication and Engagement officer
	Activity 4: Media Taskforce Activities - Use the Media Taskforce as the main vehicle for improving extractive sector information access and improving quality of EITI reporting and coverage. Convene regular meetings with Media Taskforce to expound on major decisions of the MWEITI MSG, Strategy and Programme in relation to operations for the Taskforce to work on detailed feature stories that can adequately inform stakeholders	A Media Taskforce Work Plan is developed and implemented	Participation of media is strengthened, MWEITI is interpreted effectively into stories upon which stakeholders can make informed decisions regarding how the extractive sector is being managed	Secretariat/ Sub-Committee/ Communication and Engagement officer
	Activity 5: Focus Group Discussions/Round tables with CSOs - This activity is aimed at bringing together CSOs to discuss and strategize over findings and remedial issues from the MWEITI Reconciliation Process	Public debate on the MWEITI Report is enhanced	MWEITI Report Recommendations are considered and being implemented	Secretariat & MSG Communications Sub-Committee

OBJECTIVE	ACTIVITIES	EXPECTED OUTPUT	EXPECTED OUTCOME	RESPONSIBLE
Objective 3:	<i>Promote transparency on payment and receipt of extractive sector revenues and accountability on utilization of those resources</i>			
Strategy for Objective 3:	<i>Organising high profile MWEITI Reconciliation Report Launch Event and popularization of the Report.</i>			
	Activity 1: Launch of the MWEITI Reports - Organise a high profile event for the launch of the MWEITI Reconciliation Report.	MWEITI Report launched	Renew commitment of government, companies and CSOs to EITI implementation	Secretariat & MSG Communications Sub-Committee

	Activity 2: Press release (Pre-event Activity) - Announce the publication of the MWEITI Reconciliation Report and the event for the launch of the Report to create awareness for the event as well as build its profile.	Publication of the MWEITI Report announced	MWEITI Report is widely promoted	Secretariat/ Sub-Committee/ Communication and Engagement officer
	Activity 3: Invitation of MSG/Dignitaries - MWEITI will compile a list of 200 relevant high profile guests taken from MSG, Government, legislature, extractive industries, law enforcement agencies, development partners, civil society organisations, the media, traditional leaders from mining communities and district commissioners from mining districts. Invitations should be sent three weeks before the event with a follow-up of calls to remind invited guests a week before the event.	200 MSG/Dignitaries invited to the launch	The national importance of the Report launching event is secured	Secretariat
	Activity 4: Media invite/Follow-up calls - Media invite list will be compiled to cover the event. The Initiative should follow up the invitation with follow-up calls a week before the event. The media taskforce should be involved in producing detailed reports. Interviews should be conducted with the MWEITI Champion, MWEITI Coordinator, CSOs and companies' representatives.	Media participation is enhanced	The launch activity is widely and actively promoted and publicized	Secretariat/ Sub-Committee/ Communication and Engagement officer
	Activity 5: Involvement of high profile figure - A high profile personality (preferably the President) should be invited to be the first to receive the report and make a speech. This will raise the importance of the report.	A high-profile figure is invited	Political clout of the launch is secured	MSG & Secretariat

OBJECTIVE	ACTIVITIES	EXPECTED OUTPUT	EXPECTED OUTCOME	RESPONSIBLE
Objective 4:	<i>Enhance knowledge of the EITI International Standard among various stakeholders</i>			
Strategy for Objective 4:	<i>Educating, sensitizing and building stakeholder's insight into the EITI Standard, how the MWEITI Reconciliation Process is conducted and how the Report can be understood and be utilized</i>			
	Activity 1: MWEITI Week - Establish a 'Transparent and Accountable Extractive Sector Week' to coincide with a MWEITI Reconciliation Report launch.	A MWEITI Week is established	MWEITI's mission, mandate, achievements and impact are widely publicized	Secretariat/ Sub-Committee/ Communication and Engagement officer
	Activity 2: Intensified Media Coverage - Arrange press coverage including a series of activities, stories, interviews and airing of a documentary and special programmes on television and radio as well as special coverage in newspapers, magazines and Online channels.	Various press manifestations facilitated	Knowledge about EITI International Standard among various stakeholders enhanced	Secretariat/ Sub-Committee/ Communication and Engagement officer
	Activity 3: IEC Materials - During MWEITI week, distribute brochures and posters to Mining Companies, Civil Society Organisations, Government Offices and Development Partner Organisations	Brochures and posters distributed in to stakeholders	MWEITI achievements and impact, EITI Standard publicized	Secretariat

	Activity 4: Post-MWEITI Week - Sustain awareness of the MWEITI Reconciliation Process by conducting workshops and public forums with various stakeholders such as communities, traditional leaders, members of parliament, civil society organizations in order to build insight into how the audit report could be understood and utilized and call on the stakeholders to take action towards implementation of the recommendations contained in the Reconciliation Report.	Awareness of MWEITI Reconciliation process sustained	General understanding of the MWEITI Reconciliation process improved and action towards implementing recommendation elevated.	Secretariat/ Sub-Committee/ Communication and Engagement officer
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OBJECTIVE	ACTIVITIES	EXPECTED OUTPUT	EXPECTED OUTCOME	RESPONSIBLE
Objective 5:	<i>Encourage broad engagement to enhance dialogue, interaction and response</i>			
Strategy for Objective 5:	<i>Using a wide-range of communication channels and tools to reach out and engage with all interest groups</i>			
	Activity 1: Communication Network - Create a robust communication and feedback network using social media, phone-in radio/TV Programmes and mailing list.	A MWEITI robust communication and feedback network established	Broad engagement, dialogue, interaction and response on MWEITI issues enhanced	Secretariat/ Communication and Engagement officer
	Activity 2: Rewarding regular contributors - Production of MWEITI-branded T-Shirts, Wrappers (Zitenje), pens, hats etc, to reward regular radio/TV phone-in programmes and Online contributors	MWEITI-branded IEC Materials produced and regular contributors rewarded.	Enhanced understanding of MWEITI process, EITI Standard and intensified advocacy	Secretariat/ Communication and Engagement officer

OBJECTIVE	ACTIVITIES	EXPECTED OUTPUT	EXPECTED OUTCOME	RESPONSIBLE
Objective 6:	<i>Improve communication within and outside the extractive sector for the benefit of citizenry</i>			
Strategy for Objective 6:	<i>Widening the scope of stakeholders by reaching to youth, academia, faith groups etc.</i>			
	Activity 1: Involving more stakeholders - Identifying relevant target groups outside main stakeholders (Youths, Community Based Organisations, Women's groups, Community Development Committees)	Target groups identified	More stakeholders involved in advocating for MWEITI processes compliance	Secretariat/ Sub-Committee/ Communication and Engagement officer
	Activity 2: Engagement - Engaging the identified target groups, introducing the initiative to them and marketing the idea of them becoming partners in MWEITI	Target groups engaged	More stakeholders becoming MWEITI advocates	Secretariat/ Sub-Committee/ Communication and Engagement officer
	Activity 3: Building relationships - Mainstreaming and integrating MWEITI activities with the target groups advocacy programmes	MWEITI activities integrated in target groups programmes	Intensely coordinated advocacy for EITI Standard	Secretariat/ Sub-Committee/ Communication and Engagement officer
	Activity 4: Capacity building: - Training the target groups in MWEITI process and the role they can play to promote MWEITI mandate.	Training conducted on MWEITI process and the role of target groups identified	Advocating for Extractive Sector issues with informed opinion	Secretariat & MSG Communications Sub-Committee

9. STAKEHOLDER ANALYSIS

For effective delivery of the objectives of the revised Communication and Engagement Strategy, MWEITI has identified and analyzed key stakeholders that need to be engaged in the communication process, channels of communication to be used and underlying assumptions as shown in the table below:

WHO TO COMMUNICATE TO			
Who	Where	Needs	Level of influence/ interest
MWEITI Multi-Stakeholder Group (MSG)	Throughout Malawi	Strengthened MWEITI Process; Entrenched culture of transparency and accountability in Malawi extractives sector; Enhanced Extractive Sector's contribution to the Malawian Economy; Ensured the participation of various stakeholders in the MWEITI Process.	High
Relevant MDAs	Throughout Malawi (from Central government to local districts)	Improved regulatory framework for the Extractive Sector; Boosted investments to the Extractive Sector; Closed gap between local and international standards for the Extractive Sector; Enhanced the Extractive Sector's contribution to the Malawian Economy.	High
CSOs	Throughout Malawi	Human Rights promotion; Enhanced governance within the Extractive Sector, Fair and maximized benefit of Extractives Industry projects for communities and the entire nation.	High
International EITI Secretariat	Oslo, Norway	Monitoring EITI Standard Compliance; Strengthened EITI Process in Malawi; Prevent the resource curse in Malawi;	High
Relevant Parliamentary Committees	Throughout Malawi	Improved regulatory framework for the Extractive Sector; Relevant legislations in place to attract investments to the Extractive Sector and protect the citizenry; Secured nation's interest vis-à-vis the Extractive Sector.	High
EITI Champion & Relevant Principal Secretaries (PSs)	Ministry of Finance; National Government Offices.	Exert political clout towards fulfilment of MWEITI mandate; Spearhead attractive investment policies to the Extractive Sector; Facilitate high level dialogue and engagement on MWEITI issues; Assured and justified MWEITI process funding.	High
Natural Resource Companies	Throughout Malawi	Investment security; Extractive sector policy stability; favorable reform agenda. Transparent and accountable revenue remittance of transactions;	High
MITC	Throughout Malawi	Promoting investment to the Malawi Extractive Industry.	Medium
Mining Communities	Nationwide	Safeguarded community and national interest. Protected community environment. Ensured tangible benefits from extractive activities.	High
Media Institutions & Media Houses	Nation-wide	Enhanced freedom to authentic information from and about the Extractive sector;	High
The Chamber of Mines & Energy & Affiliates	Country-wide	Enhanced business-friendly policies; Encouraged compliance of members with relevant legislation, policies and standards. Enhanced private sector collaboration and coordination with the Extractive Sector;	High
The General Public	Nation-wide	To know vital decisions that are being made regarding the country's natural resources and how the wealth from these resources is being managed.	High
Development Partners	Nation-wide	To see meaningful progress being made in Extractive Sector Governance enhancement efforts, aligned with national and international development agenda. Positive and effective reform from their financial and technical support.	High
Local Authorities	Nation-Wide	Ensured benefits for their communities from mining activities taking place within their areas.	High
Potential Investors	Globally	Understanding Malawi investment climate and business landscape.	High

Audience Analysis— Limitations of Communication, Assumptions, Risks and Mitigation

Audience	Limitations of Communication	Assumptions	Risks	Mitigation
MWEITI Multi-Stakeholder Group (MSG)	Uncoordinated activities of MSG Constituencies	There is adequate support from stakeholders	Full active participation of all	Engagement and training in constituency governance and enforcement of ToRs
Relevant MDAs	Resistance to release information due to business as usual approach, bureaucratic tendencies and vested interest	Adequate support	Culture of secrecy a major challenge in enthrone transparency and accountability in the public sector	Engagement and orientation on Open Data and EITI process and Capacity building in mainstreaming EITI processes
CSOs	Uncoordinated activities	CSOs have been the main driver in sensitizing stakeholders about extractive sector issues	Weak stakeholder linkages leading to unclear and misleading stakeholder voices that worsen tensions	Engagement; Education and Capacity building
International EITI Secretariat	Busy with other activities, Funding challenges	Time and resources earmarked and similar workplan	The EITI IS may not be available at the time MWEITI need their services and help most.	Engagement and frequent informal meetings of updates and developments with the EITI IS Country manager
Relevant Parliamentary Committees	Lack of knowledge on EITI objective	Members of relevant Parliamentary Committees have been constantly engaged on EITI	Lack of interest on EITI issues	Engagement and orientation on Open Data and EITI process and Capacity building in Mainstreaming EITI processes
EITI Champion & Relevant Principle Secretaries (PSs)	Bureaucratic barriers	There is political will	No clout to boost Initiative due to bureaucratic barriers which affect participation of this target group in the activities of the initiative	Engagement and lobbying
Natural Resource Companies	Weak stakeholder linkages and lack of clarity in stakeholder voices and culture of transparency and accountability still alien to some companies	Understanding of the advantages of adhering to EITI Standard growing	Delays in providing data for reconciliation	Support of the Chamber of Mines & Energy & Affiliates to enhance its linkages in the sector
MITC	Less interest in extractive sector issue	Knowledge of the economic value of the extractive sector	Less effort to be fully involved in extractive sector and EITI issues,	Engagement and lobbying
Mining Communities	High illiteracy levels and inadequate citizen engagement on duties and right to information. Remotely located.	Willingness to know about their benefits and participate in socio-economic development activities in their mining communities	Misinformation and inability to manage expectation. Inadequate information leading to distrust in the way the extractive sector operates	Facilitate distribution of EITI related data and information. Community engagement outreaches periodically.
Media Institutions & Media Houses	Most media houses use general-assignment reporters who do not have sufficient knowledge	Heightened interest among journalists to cover the Extractive Sector and EITI process	Less coverage of the MWEITI Initiative due to inability to dissect EITI issues	Utilization of the MWEITI Media Taskforce Train more journalists in EITI Standards and EITI Data analysis
The Chamber of Mines & Energy & Affiliates	Lacklustre approach and the fear of unknown by companies	Chamber of Mines affiliates represented in MWEITI MSG	The fear of the unknown and misunderstanding of EITI's overall objective	Engage more companies of EITI and clearly state MWEITI motive
The General Public	Inadequate citizen engagement on duties and right to information	Growing interest to know about extractive sector benefits to the country and eager to	Misinformation/inadequate information leading to distrust in the way	Facilitate distribution and increased access to EITI related data and information to the

	Misinformation and inadequate relevance of message content	participate in socio-economic development activities in their mining communities	the extractive sector is being managed	general public. Enhance public interpretation and understanding of the same.
Development Partners	High level of interest	High level of interest	Fully engaged	More targeted support required
Local Authorities	Lack of mining office at the district council level	High level of interest to understand and be involved in EITI process	Inadequate engagement	Intensified lobbying for a district mining officer. Facilitate distribution of EITI related data and information as well as Capacity building

10. TARGET GROUP SEGMENTATION

The target audience for MWEITI’s communication and engagement are the Citizens of Malawi, actors in the Extractives Industry, the International Community who all are referred to as Stakeholders. This Strategy identifies Stakeholders as audiences, and segments them into groups that represent individual interest groups such as the private sector, civil society and government. These audiences have sub-units, christened as “target groups” that can be reached in targeted manner through various communication tools and channels. In order to ensure its maximized effectiveness, this Strategy will adopt a clear and effective messaging approach that will depend on the clear identification and an evaluation of the needs of a particular audience. This ascribed method will be used to target messages for specific target group audiences to achieve maximum uptake of information. The target audiences include:

- EITI Implementing agencies and other government structures;
- Investors and companies operating in the extractive sector;
- Local authorities where the activities take place
- Civil society
- Academia
- The EITI International Secretariat and EITI Board
- The media and the general public.

11. MESSAGE PER TARGET AUDIENCE

In its commitment to fostering a transparent and accountable extractive sector that contributes to equitable and sustainable national development, MWEITI would be engaging in regular stakeholder consultations using tailored communication channels and tools for each stakeholder group and their sub-units.

INVESTORS AND COMPANIES OPERATING IN THE EXTRACTIVE SECTOR;		
MWEITI's Commitment	MWEITI's Objectives for Reconciling Payments and Receipts in the Extractive Sector	MWEITI's Reconciliation Report
MWEITI is committed to fostering transparency and accountability in the Malawian Extractive Sector	MWEITI's objective for reconciling payments and receipts from the extractive sector is to ensure transparency and accountability in the extractive sector.	MWEITI Reconciliation Report is a trustworthy and credible document that establishes facts and figures recorded and verified to enhance transparency and accountability.
MWEITI is committed to ensuring a conducive working environment for all	Transparency and accountability are the first steps to smooth business operations and ensure greater revenue.	Transparency and accountability builds trust and curbs tension and conflict between extractive companies and other stakeholders.
MWEITI is committed to best industry practices	MWEITI Reconciliation Reports remind key stakeholders the need for best practices	MWEITI reconciles receipts and payments for appropriate financial representation of revenues received from extractive companies. Through the Reconciliation Reports, MWEITI will assist in clarifying the flow of payments in the extractive industries to reduce discrepancies.
	MWEITI's Reconciliation Process will help effect institutional transformation and level the playing field for all involved in the extractive sector.	
	MWEITI Reconciliation Reports will give all stakeholders a clearer picture regarding how revenues from the extractive industries are used and facilitate the correction of anomalies that lead to conflict and mistrust.	
Call to Action: Support transparency and accountability to promote peaceful business operations in the Malawian extractive industry.		
I. Cooperate with MWEITI in the reconciliation process; comply with the independent administrator's requests for information necessary for comparison.		
II. Maintain clear, clean accounting processes in your business operations and remittances		

EITI IMPLEMENTING AGENCIES AND OTHER GOVERNMENT STRUCTURES;		
MWEITI's Commitment	The Role of MWEITI in Promoting Extractive Sector Governance	MWEITI's Reconciliation Report
MWEITI is committed to transparent and accountable Extractive Sector	MWEITI's efforts are geared towards the elimination of loopholes that result in loss of revenue for Government	Our reconciliation of revenue payments and receipts gives clear understanding of the financial status of the Extractive Industry
MWEITI is committed to ensuring appropriate collection of payments	Through Reconciliation Reports, MWEITI will assist in clarifying the flow of payments allowing for the tracking of payments and identifying of any discrepancies	MWEITI Reconciliation provides the information required to hold government and the broader extractive industry accountable for their actions, payments and expenditures
MWEITI is committed to ensuring payment harmonization and reducing discrepancies	MWEITI recognizes the role Government MDAs play in the economic growth of the country and want to support in the adequate collection of payments and remittances	MWEITI engages the relevant stakeholders to ensure that they are aware of weaknesses in the extractive industry.
Transparency and accountability means more	Through MWEITI's reconciliation exercise and reports, MWEITI is spearheading the	

revenue for the Government	transformation in the Malawian Extractive Industry	
	Through insistence on compliance by all stakeholders, MWEITI will routinely provide data for revenue flows in the extractive industry	
	MWEITI will provide adequate record keeping across the extractive industries	
	MWEITI reports loopholes and discrepancies in payments by extractive industry operators	
	MWEITI's collaboration has enhanced revenue generation, due process, transparency and accountability.	
	Through our reports and audits, MWEITI is spearheading the transformation in the Malawian Extractive industry	
Call to Action: In order to enhance adequate revenue payment and collection, cooperate with MWEITI		
I. Cooperate with MWEITI in the reconciliation process; comply with the Independent Administrator's request for information suitable for comparison		
II. Embrace the remediation process to create better accounting practices		

LOCAL AUTHORITIES WHERE THE ACTIVITIES TAKE PLACE		
MWEITI's Commitment	The Role of MWEITI in Promoting Extractive Sector Governance	MWEITI's Reconciliation Report
MWEITI is committed to transparent and accountable Extractive Sector	MWEITI's efforts are geared towards the strengthening local government's voice in demanding fair share on mineral revenue.	Our reconciliation of revenue payments and receipts gives clear understanding of the financial status of a particular venture
MWEITI is committed to ensuring appropriate collection of payments	Through Reconciliation Reports, MWEITI will assist in clarifying contribution made to communities by both the mining company and government	MWEITI Reconciliation provides the information required to hold government and the company accountable for their actions, payments and expenditures
MWEITI is committed to ensuring payment harmonization and reducing discrepancies	Through reconciliation exercise and reports, MWEITI is spearheading the transformation in the Malawian Extractive Industry that will ensure maximized benefits to Malawians on local and community level through MDAs	MWEITI engages the relevant stakeholders to ensure that they are aware of weaknesses in the extractive industry.
Transparency and accountability means more revenue for the Government	MWEITI will routinely provide data for revenue flows to allow informed decisions and demands	
	Data presentation by MWEITI will also ensure that communities are aware of the environmental and social damage happening and the mitigating factors that will ensure conservation and compensation	
Call to Action: In order to promote peaceful coexistence and investment ownership and ensure maximized benefit for the community		
I. Cooperate with MWEITI in the reconciliation process; comply with the Independent Administrator's request for information suitable for comparison		
II. Embrace the remediation process to create better accounting practices		

CIVIL SOCIETY		
MWEITI's Commitment	The Role of MWEITI in Promoting Extractive Sector Governance	MWEITI's Reconciliation Report
MWEITI is committed to transparent and accountable Extractive Sector	MWEITI will always partner and collaborate with the Civil Society throughout the process.	Our reconciliation of revenue payments and receipts gives clear understanding of the financial status of the Extractive Industry
MWEITI is committed to ensuring appropriate collection of payments	The voice of the Civil Society shall remain prominent within MWEITI	MWEITI Reconciliation provides the information required to hold government and the broader extractive industry accountable for their actions, payments and expenditures
MWEITI is committed to ensuring payment harmonization and reducing discrepancies	MWEITI will always be forthcoming with data that the Civil Society require for their advocacy works	MWEITI engages the relevant stakeholders to ensure that they are aware of weaknesses in the extractive industry.
Transparency and accountability means more revenue for the Government	Supporting advocacy for good management of the Malawi Extractive Industry shall form MWEITI's and the civil society's bond	
Call to Action: In order to promote good governance, partnership between MWEITI and the Civil Society shall remain		
<ol style="list-style-type: none"> I. Cooperate with MWEITI in the reconciliation process; comply with the Independent Administrator's request for information suitable for comparison II. Embrace the remediation process to create better accounting practices 		

THE ACADEMIA		
MWEITI's Commitment	The Role of MWEITI in Promoting Extractive Sector Governance	MWEITI's Reconciliation Report
MWEITI is committed to transparent and accountable Extractive Sector	MWEITI will remain open as a point of reference and source of information for learning and research institutions.	Our reconciliation of revenue payments and receipts gives clear understanding of the financial status of the Extractive Industry
MWEITI is committed to ensuring appropriate collection of payments	MWEITI will always accommodate scrutiny and further studies of its process and accept recommendations aimed at improving its operations.	MWEITI Reconciliation provides the information required to hold government and the broader extractive industry accountable for their actions, payments and expenditures
MWEITI is committed to ensuring payment harmonization and reducing discrepancies	MWEITI is open to accommodating interns for first-hand experience in the Extractive Sector.	MWEITI engages the relevant stakeholders to ensure that they are aware of weaknesses in the extractive industry.
Transparency and accountability means more revenue for the Government		
Call to Action: In order to enhance understanding of the Extractive Industry, pay keen interest to MWEITI process		
<ol style="list-style-type: none"> I. Cooperate with MWEITI in the reconciliation process; comply with the Independent Administrator's request for information suitable for comparison II. Embrace the remediation process to create better accounting practices 		

THE EITI INTERNATIONAL SECRETARIAT AND EITI BOARD		
MWEITI's Commitment	The Role of MWEITI in Promoting Extractive Sector Governance	MWEITI's Reconciliation Report
MWEITI is committed to transparent and	MWEITI's efforts are geared towards the elimination of loopholes that result in loss of revenue for Government	Our reconciliation of revenue payments and receipts gives clear understanding of the financial status of the Extractive Industry

accountable Extractive Sector		
MWEITI is committed to ensuring appropriate collection of payments	Through Reconciliation Reports, MWEITI will assist in clarifying the flow of payments allowing for the tracking of payments and identifying of any discrepancies	MWEITI Reconciliation provides the information required to hold government and the broader extractive industry accountable for their actions, payments and expenditures
MWEITI is committed to ensuring payment harmonization and reducing discrepancies	MWEITI recognizes the role Government MDAs play in the economic growth of the country and want to support in the adequate collection of payments and remittances	MWEITI engages the relevant stakeholders to ensure that they are aware of weaknesses in the extractive industry.
Transparency and accountability means more revenue for the Government	Through MWEITI's reconciliation exercise and reports, MWEITI is spearheading the transformation in the Malawian Extractive Industry	
Call to Action: In order to enhance adequate revenue payment and collection, cooperate with MWEITI		
I. Cooperate with MWEITI in the reconciliation process; comply with the Independent Administrator's request for		
II. Embrace the remediation process to create better accounting practices		

THE MEDIA		
Who is MWEITI?	MWEITI's Commitment	What MWEITI Stands for
MWEITI is an extractive sector initiative which resonates with the governance reform agenda	MWEITI is committed to best industry practices	MWEITI believes that accountability and transparency in the extractive industries will engender the desired economic growth and improve the life of Malawians.
	We are committed to helping the life of Malawians	Our reports remind key industry players the need to use our resources prudently and effectively to achieve the desired economic growth.
	MWEITI is committed to transparency and accountability in the Malawian Extractive industry	MWEITI will institute processes that will ensure prudent management of resources
	MWEITI's commitment is centers at improving Malawi's macroeconomic environment	MWEITI believes extractive industries can transform economies, reduce poverty and make life meaningful for Malawians.
	The MWEITI-Media partnership is inseparable as MWEITI cannot exist without the Media.	MWEITI compiles critical data and makes it accessible for institutional and governance reforms
	MWEITI will rely on the Media though Access To Information Act to help probe and disseminate the MWEITI Report findings and recommendations	MWEITI believes lack of transparency is the catalyst of corruption in Malawi. Through insistence of best practices backed by compliance, MWEITI is geared toward promoting sustainable development by discouraging corruption in the Extractive industry
		As partners we work to oversee revenue utilization for sustainable development
		MWEITI reconciliation of payments and receipts thwarts any unwholesome practice that negates its principles of transparency and accountability
Call to Action: Insist on compliance to transparency and accountability for improvement of our lives		
I. Pressurize the government and extractive companies on implementation of remedial actions		
II. Query the government on use of revenues from extractive companies		

THE GENERAL PUBLIC		
Who is MWEITI?	MWEITI's Commitment	Workings of MWEITI and its values
MWEITI is an extractive sector initiative which resonates with governance reform agenda that Malawi subscribes to.	We are committed to helping to improve the life of Malawians	Transparency and accountability means better social amenities for Malawians
	MWEITI believes that our resources ought to improve our lives and MWEITI process shall see to it	MWEITI has developed MWEITI Anti-Corruption Strategy (MWEITI ACS) working with anti-corruption agencies such as Anti-Corruption Bureau (ACB) and the Financial Intelligence Authority (FIA)
	We are committed to ensuring transparency and accountability in the Malawian extractive industry and our reconciliation reports are aimed at becoming a rallying point	MWEITI is challenging industry stakeholders and government to apply revenues accruing from natural resources to promote the building of Malawi's social and physical infrastructure and has partnered various stakeholder groups to insist on proper utilization of our resources.
	We are committed to effective management and utilization of our resources	MWEITI reconciles receipts and payments for appropriate financial representation of transaction between extractive companies and government agencies
	How resources are managed is of utmost importance to us and we are ready to see to that through our Reconciliation Process	MWEITI's commitment is centered at improving Malawi's macroeconomic environment
	We are committed to helping to improve the life of Malawians	MWEITI publishes audits publicly which reveal and clarify payment flows in the extractive industry and assist in obliterating discrepancies
Call to Action: Stay committed to MWEITI's values and purpose		
I. Participate in staff trainings and apply yourself to your duties. II. Think and work with passion and collaborate to help deliver MWEITI mandate.		

12. COMMUNICATION STRATEGY TOOLS AND CHANNELS

A variety of communication tools and channels need to be deployed to facilitate both direct and indirect communication to achieve the objectives of this strategy. Direct communication means engagement with the audiences upfront and allowing instantaneous feedback and does not necessarily involve media. While as indirect communication requires the media such as digital tools like radio, print media, internet, social media such as Facebook, Instagram, X etc. Hands-on communication and engagement using the tools and channels specified below can make this strategy very effective:

- i. **Use of MWEITI Report plus Information, Education and Communication (IEC) Materials** - The report would be used to sensitize stakeholders about the EITI process and the updated in the extractive industries' value chain.

- ii. **Group Discussions, Meetings, Seminars, Workshops and Conferences** – Using these stakeholder forums, which are direct opportunities, MWEITI can turn itself into an effective brand and promote its activities. These tools and channels can be used to engage and hold discussion with various stakeholders among them the civil society organizations, focal point officers from extractive industries, traditional leaders, concerned communities and journalists. These meetings will keep stakeholders focused on the process; allow discussions on prevailing challenges and opportunities; and contribute to policy decisions that could improve the process.
- iii. **MWEITI Contact Database** - A well-organized and constantly updated MWEITI contact database will facilitate effective and efficient communication. MWEITI needs to turn its current contact database into a vibrant engagement tool that is beefed up with valid contacts information in addition to email addresses of individuals, organizations and stakeholder institutions. The contacts database should be constantly updated and managed in a manner which allows prompt communication with the targeted stakeholders.
- iv. **Press Briefing & Press Conference** – This tool and channel should be used to update the media on new or developing issues related to MWEITI including emergency situations and very important issues. At least one major press conference should also be held at the end of each year to enlighten the public of the gains made by the initiative for the elapsing year and provide overview of the plans and activities for the upcoming year. The press conference should also tackle the findings and recommendations of MWEITI Annual Report. The Secretariat should target various media institutions and personnel identified through the Media Taskforce to ensure the message is effectively delivered, though invitations should be open to all media institutions.
- v. **Media Taskforce Engagement & Networking** - to enhance the impact of this Communication and Engagement Strategy, the MSG and MWEITI Secretariat should fully utilize the MWEITI Media Taskforce - a network of dependable and passionate journalists with interest in extractive sector issues - to collaborate with the media and building their capacity to cover and report EITI issues effectively. Media Taskforce learning tours and visits as well as rigorous training workshops with targeted subjects should be intensified.
- vi. **MWEITI Website - www.mweiti.gov.mw**: MWEITI Website need to be optimized to improve its Google visibility, boost conversations and drive engagement. The website must be regularly updated to showcase important data, emerging issues related to EITI, policies that relate to MWEITI and MWEITI legal framework. The website should fully espouse MWEITI mandate, promote the EITI process and champion the direction of events and activities. The existence of the website should be advertised and utilized as a channel for informing and educating those with access to new media,

such as journalists, investors, government officials, company officials, civil society organizations, multilateral agencies, etc.

- vii. **Digital Tools (Emails and social media)** – Notably most MWEITI and EI stakeholders (government officials, companies’ executives, MSG members, the media, civil society organizations and other groups or individuals of interest) have e-mails through which they can be easily reached using a vibrant consolidated mailing list. Social media platforms such as Facebook, Instagram, X and YouTube, all accessible on mobile phones, have all become useful means of communication and the important element is that they provide instant audience feedback. However, Facebook remains popular amongst the rest with ever increasing users. MWEITI Secretariat should make its Facebook page more pro-active and responsive to comments and queries. Page administrators should accommodate EI-related posts from stakeholders. Memes, reels, viral videos, virtual events, can also be posted to make the page attractive. MWEITI should consider developing an app that can be downloaded and installed through the Google Play Store/Apple Store.
- viii. **Print Media, Publications** – Publishing MWEITI stories in the print media will help to verify and ascertain the credibility of the developments. For maximum effect, MWEITI Secretariat and a diverse of stakeholders should avail themselves for interviews to provide balanced views on annual MWEITI Reports findings and recommendations, general MWEITI campaigns and awareness activities. Production of an annual creative multi-lingual (English, Chichewa and Tumbuka) newsletter should be introduced to highlight MWEITI progress, new developments, relevant policies and findings and recommendations published in the annual MWEITI Reports. Newsletters provide longer shelve-life reliable source of data as they contain detailed information that allow readers to get in-depth knowledge of on-going developments. The Newsletter can be complemented by periodical production of brochures, posters, handouts (flyers) focusing on a subject matter. All these publications should be printed and distributed to all stakeholders and the general public, including during local and international Mining Indabas organized by companies and Parallel Mining Indabas organized by CSOs.
- ix. **Out-door promotions (Billboards, Posters)** - Use of billboards and posters have remained an effective out-door communication method. MWEITI should place billboards in visible and strategic spots in all the cities – Blantyre, Lilongwe and Mzuzu. It is more likely that a person would pass by a billboard multiple times and see the message which will stick to their memory. With billboards and posters you appeal to various demographics and information on the billboard or poster is more readily available to an individual’s subconscious than what can be published in newspaper.
- x. **Info-graphics** - These are a combination of short texts and graphics designed to provide a quick and easy to understand colorful depiction of the text content or a

visual representation of data on a page. Info-graphics can be printed on posters and banners or painted on walls in strategic locations all around the country.

- xi. **Roadshows/Theatre/Drama/Comedy/Cultural events** - MWEITI Secretariat can engage a popular drama or comedy group to deliver messages or promote MWEITI agenda in vernacular language. A theatre group can be deployed during MWEITI Report launch, whistle-stop roadshows and cultural gathering to reach out and sensitize the public about MWEITI mandate and activities. The same can be used to spice up MWEITI Annual Report launch.
- xii. **Direct Targeted Women and Youth Outreach Program** – Targeting the women and youths with EITI messages can also be another means of spreading and popularizing the MWEITI agenda. MWEITI Secretariat should come up with special women and youth outreach programs to enhance their understanding of the extractive sector as one way of preparing them to assume responsibility of safeguarding the country’s interest vis-à-vis natural resources. The programs should target school or community based youth clubs in designated mining areas.
- xiii. **Radio Stations** – Radio remains one of the most effective, reliable and far-reaching medium for information dissemination in the country. Malawi has national, regional as well as community radio stations that MWEITI should rely upon to effectively communicate and engage with a large audience. Selected national radio stations should be identified to communicate EI issues in general but community radio stations that cover a particular impacted area can be utilize to propagate specific MWEITI messages customized for the needs of that particular community, using languages that the target audience understands. MWEITI can also commission production of drama series and jingles that should air on radio stations to deliver the messages as well as improve its visibility.
- xiv. **Television and Video Documentary** – MWEITI Report launch, sensitisation seminars and workshops, or press conferences, should use television to help maximize visibility. MWEITI should initiate discussion programmes, interviews and feature stories on television in order to enhance dialogue and debate. A multi-lingual 10 minute video documentary on the workings of MWEITI with voice bites from companies, civil society organisations, community leaders will be an effective tool for educating the public. This is recommended to be shown on television and at workshops during breaks.

13. MWEITI COMMUNICATION IMPLEMENTATION MATRIX/TIMEFRAME

Objective 1: To support communication of MWEITI's mission, mandate, achievements, results and implementation process.							
Strategy	Activities	Strategy Period (Years)					Lead
		1	2	3	4	5	
Sensitize stakeholders about the importance of the extractive sector and the role of MWEITI in ensuring good governance in the sector to achieve socio-economic transformation of the country and sustainable development.	Activity 1: Use of MWEITI Report, Report launch and Information, Education and Communication (IEC) Materials - Print and bind the MWEITI Report, design and produce the summarized report version and progress reports. Design and produce caps, t-shirts, brochures, handouts, media tool kit, containing basic routine and vital information on MWEITI and its activities.						Secretariat/Communication and Engagement officer
	Activity 2: Media Workshops - Organize three (3) sensitization workshops for media personnel in the Southern, Central and Northern Region. Distribute press kits and brochures.						Secretariat/MSG Communications Sub-Committee/ Communication and Engagement officer
	Activity 3: MWEITI Report to Parliament - Sensitization and MWEITI Report official handover to the Parliamentary Committee on Natural Resources and Climate Change, EITI Relevant Entities such as MRA, Department of Mines, Department of Forestry and Public Sector Reforms Unit and distribute MWEITI brochures						Secretariat/MSG Communications Sub-Committee/Communication and Engagement officer
	Activity 4: Community Engagement - Organize a minimum of three (3) mining community sensitization and engagements meetings in all three administrative regions.						Secretariat/Communication and Engagement officer
	Activity 5: Institution Focal Point - Identify focal point in each reporting institution (both government and company) and conduct quarterly meetings with focal points on progress towards MWEITI implementation (and recommendations)						Secretariat manager/MSG
	Activity 6: EITI Report Distribution - Distribute the MWEITI Report, summary reports and brochures in all Mining Companies, Civil Society Organizations, Government Offices and Development Partners						Secretariat/Communication and Engagement officer
	Activity 7: Billboards in Regions - Design and erect four (4) billboards: One in the Southern Region (Blantyre), one in the Central Region (Lilongwe), one in the Southern Eastern Region (Zomba) and one in the Northern Region (Mzuzu).						Secretariat/Communication and Engagement officer
	Activity 8: Radio/TV Programmes and Jingles and a Video Documentary - Expound on the workings of MWEITI with voice bites from government officials, companies, civil society organisations, mining community members and community leaders. Use popular drama or comedy						Secretariat/Communication and Engagement officer

Objective 2: Foster access, dissemination and free flow of information in the extractive sector							
Strategy	Activities	Strategy Period (Years)					Lead
Use of MWEITI Mainstreaming/ Beneficial Ownership Disclosure (BoD) implementation that involves EITI systematic disclosure of data comprehensiveness, reliability, timeliness, accessibility, and open format.	Activity 1: Beneficial Ownership and Open Data Policy (accessibility and user-friendliness of EITI Data) - Organise a workshop to sensitize and orient Government MDAs, Companies, the Media and Civil Society Organisations towards MWEITI Open Data and Beneficial Ownership Disclosure						Secretariat/Communication and Engagement officer
	Activity 2: Website - Post all deliverable of MWEITI activities on the MWEITI website and ensure all information is up-to-date						Secretariat/Communication and Engagement officer
	Activity 3: Updated BoD Register - Ensure that the BoD register is updated every year on the MWEITI website						Secretariat
	Activity 4: Enhanced Online Communication - Release information regularly through the MWEITI Website, Facebook and X accounts (at least one post per week and more during events)						Secretariat/Communication and Engagement officer
	Activity 5: MWEITI Media Taskforce - Convene regular meetings with Media Taskforce to expound on major decisions of the MWEITI MSG, Strategy and Programme in relation to operations for the Taskforce to work on detailed feature stories that can adequately inform stakeholders						Secretariat/Communication and Engagement officer
	Activity 6: MWEITI Mainstreaming - Update progress of Stakeholders MWEITI Mainstreaming Study implementation through periodic evaluation and report about reporting entities						Secretariat
	Activity 7: Focus Group Discussions/Roundtables with CSOs - This activity is aimed at bringing together CSOs to discuss and strategize over findings and remedial issues from the MWEITI Reconciliation Process						Secretariat & MSG Communications Sub-Committee

Objective 3: Promote transparency on payment and receipt of extractive sector revenues and accountability on utilization of those resources							
Strategy	Activities	Strategy Period (Years)					Lead
Organising high profile MWEITI Reconciliation Report Launch Event and meetings on popularization of the Report.	Activity 1: Launch of the MWEITI Reports - Organise a high profile event for the launch of the MWEITI Reconciliation Report.						Secretariat
	Activity 2: Press release (Pre-event Activity) - Announce the publication of the MWEITI Reconciliation Report and the event for the launch of the Report to create awareness for the event as well as build its profile.						Secretariat/Communication and Engagement officer
	Activity 3: Invitation of MSG/Dignitaries - MWEITI will compile a list of 200 relevant high profile guests taken from MSG, Government, legislature, extractive industries, law enforcement agencies, development partners, civil society organisations, the media, traditional leaders from mining communities and district commissioners from mining districts. Invitations should be sent three weeks before the event with a follow-up of calls to remind invited guests a week before the event.						Secretariat

	<p>Activity 4: Media invite/Follow-up calls - Media invite list will be compiled to cover the event. The Initiative should follow up the invitation with follow-up calls a week before the event. The media taskforce should be involved in producing detailed reports. Interviews should be conducted with the MWEITI Champion, MWEITI Coordinator, CSOs and companies' representatives.</p>						Secretariat/Media Taskforce
	<p>Activity 5: Involvement of high profile figure - A high profile personality (preferably the President) should be invited to be the first to receive the report and make a speech. This will raise the importance of the report.</p>						Secretariat & MSG
	<p>Activity 6: Post-event release/placement: - MWEITI should produce a press release to be placed in the print media about the main event. This should go out a day after the event to guide journalists in their reports and ensure that they keep within the prior agreed messages.</p>						Secretariat
	<p>Activity 7: Newspaper Interviews - In-depth interviews should be conducted with select journalists to break down the reconciliation report. The output should be excerpts, full-text or detailed analysis of the report.</p>						Secretariat/Communication and Engagement officer
	<p>Activity 8: Features Placement - MWEITI will brief selected journalists to do detailed reports of the Report Launch event in the respective newspapers, radio and TV stations.</p>						Secretariat/Communication and Engagement officer
	<p>Activity 9: Media visits - To generate more awareness for and build the profile of the Report Launch Event, the Coordinator, Technical Manager and Communications Specialist should visit the main newspapers editors to explain the issues highlighted by the Report.</p>						Secretariat/MSG Communication Sub Committee/Communication and Engagement officer
	<p>Activity 10: Television Appearance - The three officers will be guests to one of the special television programmes prior to the Report launch.</p>						Secretariat/MSG/ Communication and Engagement officer
	<p>Activity 11: Media analysis of the release of the audit - A month after the main event, MWEITI will compile a media analysis of all the mentions to assess the effectiveness of the Report Launch Event.</p>						Secretariat/Communication and Engagement officer
	<p>Activity 12: Remedial Programme Campaign - MWEITI will start to focus on remediation issues raised in the report one after another through press releases, keynote speeches, on-spot interviews and editorial write-ups to sustain awareness for the Initiative and assist in pressurizing the actors in the extractive industry.</p>						Secretariat/Communication and Engagement officer
	<p>Activity 13: Further economic impact analysis of reconciled revenue - MWEITI Secretariat should engage an expert to analyze the impact of the reconciled revenue to ascertain economic benefits.</p>						Secretariat/MWEITI Manager/ Communication and Engagement officer

Objective 4: Enhance knowledge of the EITI International Standard among various stakeholders							
Strategy	Activities	Strategy Period (Years)					Lead
Educating, sensitizing and building	<p>Activity 1: MWEITI Week - Establish a 'Transparent and Accountable Extractive Sector Week' to coincide with a MWEITI Reconciliation Report launch.</p>						Secretariat

<i>stakeholder's insight into the EITI Standard, how the MWEITI Reconciliation Process is conducted and how the Report can be understood and be utilized</i>	Activity 2: Intensified Media Coverage - Arrange press coverage including a series of activities, stories, interviews and airing of a documentary and special programmes on television and radio as well as special coverage in newspapers, magazines and online channels.						Secretariat/Communication and Engagement officer
	Activity 3: IEC Materials - During MWEITI week, distribute brochures and posters to Mining Companies, Civil Society Organisations, Government Offices and Development Partner Organisations						Secretariat/Communication and Engagement officer
	Activity 4: Post-MWEITI Week - Sustain awareness of the MWEITI Reconciliation Process by conducting workshops and public forums with various stakeholders such as communities, traditional leaders, members of parliament, civil society organizations in order to build insight into how the audit report could be understood and utilized and call on the stakeholders to take action towards implementation of the recommendations contained in the Reconciliation Report.						Secretariat
	Activity 5: Media, MSG Communication Sub-committee and Secretariat learning visit. - Media, MSG Communication Sub-committee and Secretariat learning should have learning visit on EITI reporting, dissemination and engagement practical lessons in other advanced EITI implanting countries (Zambia, Ghana e.t.c)						Secretariat/Media Taskforce/Communication and Engagement officer
	Activity 6: EITI Standard periodic workshop - Conduct two periodic workshops in a year on EITI International Standard targeting key stakeholders (Companies, Civil Society Organisations, Government reporting entities and the Media)						Secretariat/Communication and Engagement officer

Objective 5: Encourage broad engagement to enhance dialogue, interaction and response							
Strategy	Activities	Strategy Period (Years)				Lead	
<i>Using a wide-range of communication channels and tools to reach out and engage with all interest groups</i>	Activity 1: Communication Network - Create a robust communication and feedback network using social media, phone-in radio/TV Programmes and mailing list.						Secretariat/Communication and Engagement officer
	Activity 2: Rewarding regular contributors - Production of MWEITI-branded T-Shirts, Wrappers (Zitenje), pens, hats etc, to reward regular radio/TV phone-in programmes and online contributors						Secretariat/Communication and Engagement officer
	Activity 3: Incentives to Journalists - Giving quarterly monetary incentives to journalist who produces a captivating and effective MWEITI articles in all media categories						Secretariat/Communication and Engagement officer

	<p>Activity 4: Roadshows/Drama/Comedy /Cultural events - Engaging a popular drama or comedy group or dance troupe during events to deliver MWEITI messages in vernacular language. A theatre group can be deployed during MWEITI Report launch, whistle-stop roadshows and cultural gathering to reach out and sensitize the public about MWEITI mandate and activities.</p>						
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Objective 6: Improve communication within and outside the extractive sector for the benefit of citizenry							
Strategy	Activities	Strategy Period (Years)					Lead
<p><i>Widening the scope of stakeholders by reaching to women, youth, academia, faith and tradition groups etc.</i></p>	<p>Activity 1: Involving more stakeholders - Identifying relevant target groups outside main stakeholders (Women groups, Youths groups, Community Based Organisations, and a diverse of Community Development Committees)</p>						Secretariat
	<p>Activity 2: Engagement - Engaging the identified target groups, introducing the initiative to them and marketing the idea of them becoming partners in MWEITI</p>						Secretariat/Communication and Engagement officer
	<p>Activity 3: Building relationships - Mainstreaming and integrating MWEITI activities with the target groups advocacy programmes</p>						Secretariat/Communication and Engagement officer
	<p>Activity 4: Capacity building: - Training and sensitization of the target groups in MWEITI process and the role they can play to promote MWEITI mandate.</p>						Secretariat/Communication and Engagement officer

14. EVALUATION

Periodical assessment of this communication and engagement strategy's effectiveness is a must do undertaking as it will determine whether intended targets are being achieved.

Both formal and informal research methods will be applied to evaluate the impact of the Communication and Engagement Strategy with regards public participation as well as understanding of the EITI Standard, the process and overall objective of the initiative which is enhanced transparency and accountability in resource management. The evaluation of this strategy will be facilitated under the following indicators:

- Cuttings and screenshots from publications (Newspapers and Online, Website)
- Gauging of website hits and downloaded information
- Media reference to information from MWEITI sources
- Number or nature of inquiries received due to communication strategies
- Circumstantial feedback
- Spontaneous feedback from stakeholders, general citizenry, impacted communities.
- Periodic assessments on media behavior in relation to coverage of MWEITI issues
- Tracking volume and nature of media coverage
- Increased Legislative discussion on issues advocated by MWEITI
- Donor commitments
- Workshop attendance lists
- Websites views and downloads

An annual pragmatic and comprehensive national survey should be conducted to establish public understanding, point of view and perceptions about MWEITI. A quarterly sketchy appraisal should also be in consideration. The surveys will be conducted by MWEITI Secretariat or preferably, outsourced to an independent agency or media related consultant.

15. BUDGET

Considering prevailing volatile political economy dynamics, the figures presented in this budget are estimates in the first year of the Strategy’s implementation and projections subject to dictates of inflation or economic growth for the rest of the other years.

Estimated Implementation Cost						
Objective 1: To support communication of MWEITI's mission, mandate, achievements, results and implementation process.						
Strategy	Activities	Estimated and Projected Costs				
		Year 1	Year 2	Year 3	Year 4	Year 5
Use of MWEITI Report, MWEITI Report launch and production of Information, Education and Communication (IEC) Materials	Activity 1: Print and bind the MWEITI Report, design and produce the summarized report version and progress reports. Design and produce caps, t-shirts, brochures, handouts, media tool kit, containing basic routine and vital information on MWEITI and its activities.	33,000,000	46,200,000	60,060,000	72,072,000	79,279,200
	Activity 2: Organize three (3) sensitization workshops for media personnel in the Southern, Central and Northern Region. Distribute press kits and brochures.	21,000,000	29,400,000	38,220,000	45,864,000	50,450,400
	Activity 3: Sensitization and MWEITI Report official handover to the Parliamentary Committee on Natural Resources and Climate Change, EITI relevant entities such as MRA, Department of Mines, Department of Forestry and Public Sector Reforms Unit and distribute MWEITI brochures	7,000,000	9,800,000	12,740,000	15,288,000	16,816,800
	Activity 4: Organize a minimum of three (3) mining community sensitization and engagements meetings in all three administrative regions.	24,000,000	33,600,000	43,680,000	52,416,000	57,657,600
	Activity 5: Identify focal point in each reporting institution (both government and company) and conduct quarterly meetings with focal points on progress towards MWEITI implementation (and recommendations)	15,000,000	21,000,000	27,300,000	32,760,000	36,036,000
	Activity 6: Distribute the MWEITI Report, summary reports and brochures in all Mining Companies, Civil Society Organizations, Government Offices and Development Partners	2,000,000	2,800,000	3,640,000	4,368,000	4,804,800

	Activity 7: Design and erect four (4) billboards: One in the Southern Region (Blantyre), one in the Central Region (Lilongwe), one in the Southern Eastern Region (Zomba) and one in the Northern Region (Mzuzu).	7,000,000	9,800,000	12,740,000	15,288,000	16,816,800
	Activity 8: Radio/TV Programmes and Jingles and a Video Documentary - Expound on the workings of MWEITI with voice bites from government officials, companies, civil society organisations, mining community members and community leaders.	25,000,000	35,000,000	45,500,000	54,600,000	60,060,000
TOTAL OBJECTIVE BUDGET		120,500,000	168,700,000	219,310,000	263,172,000	289,489,200

Objective 2: Foster access, dissemination and free flow of information in the extractive sector						
Strategy	Activities	Estimated and Projected Costs				
		Year 1	Year 2	Year 3	Year 4	Year 5
<i>Use of MWEITI Mainstreaming/Beneficial Ownership Disclosure (BoD) implementation that involves EITI systematic disclosure of data comprehensiveness, reliability, timeliness, accessibility, and open format.</i>	Activity 1: Beneficial Ownership and Open Data Policy (accessibility and user-friendliness of EITI Data) - Organise a workshop, one a year, to sensitize and orient Government MDAs, Companies, the Media and Civil Society Organisations towards MWEITI Open Data and Beneficial Ownership Disclosure.	12,000,000	16,800,000	21,840,000	26,208,000	28,828,800
	Activity 2: Website updating and maintenance - Post all deliverable of MWEITI activities on the MWEITI website and ensure all information is up-to-date	2,500,000	3,500,000	4,550,000	5,460,000	6,006,000
	Activity 3: Ensure that the BoD register is updated every year on the MWEITI website	10,000,000	14,000,000	18,200,000	21,840,000	24,024,000
	Activity 4: Release information regularly through the MWEITI Website, Facebook and Twitter accounts (at least one post per week and more during events)	N/A	N/A	N/A	N/A	N/A

	Activity 5: MWEITI Media Taskforce - Convene quarterly physical meetings with Media Taskforce to expound on major decisions of the MWEITI MSG, Strategy and Programme in relation to operations for the Taskforce to work on detailed feature stories that can adequately inform stakeholders	24,000,000	33,600,000	43,680,000	52,416,000	57,657,600
	Activity 6: MWEITI Mainstreaming - Update progress of Stakeholders MWEITI Mainstreaming Study implementation through periodic evaluation and report about reporting entities	10,000,000	14,000,000	18,200,000	21,840,000	24,024,000
	Activity 7: Focus Group Discussions/Roundtables with CSOs - This activity is aimed at bringing together CSOs to discuss and strategize over findings and remedial issues from the MWEITI Reconciliation Process	10,000,000	14,000,000	18,200,000	21,840,000	24,024,000
TOTAL OBJECTIVE BUDGET		68,500,000	95,900,000	12,4670,000	149,604,000	164,564,400

Objective 3: Promote transparency on payment and receipt of extractive sector revenues and accountability on utilization of those resources						
Strategy	Activities	Estimated and Projected Costs				
		Year 1	Year 2	Year 3	Year 4	Year 5
<i>Organising high profile MWEITI Reconciliation Report Launch Event and meetings on popularization of the Report.</i>	Activity 1: Launch of the MWEITI Reports - Organise a high profile event for the launch of the MWEITI Reconciliation Report.	20,000,000	28,000,000	36,400,000	43,680,000	48,048,000
	Activity 2: Press release (Pre-event Activity) - Announce the publication of the MWEITI Reconciliation Report and the event for the launch of the Report to create awareness for the event as well as build its profile.	6,000,000	8,400,000	10,920,000	13,104,000	14,414,400

<p>Activity 3: Invitation of MSG/Dignitaries - MWEITI will compile a list of 200 relevant high profile guests taken from MSG, Government, legislature, extractive industries, law enforcement agencies, development partners, civil society organisations, the media, traditional leaders from mining communities and district commissioners from mining districts. Invitations should be sent three weeks before the event with a follow-up of calls to remind invited guests a week before the event.</p>	N/A	N/A	N/A	N/A	N/A
<p>Activity 4: Invitation of Media and Follow-up calls - Media invite list will be compiled to cover the event. The Initiative should follow up the invitation with follow-up calls a week before the event. The media taskforce should be involved in producing detailed reports. Interviews should be conducted with the MWEITI Champion, MWEITI Coordinator, CSOs and companies' representatives.</p>	N/A	N/A	N/A	N/A	N/A
<p>Activity 5: Involvement of high profile figure - A high profile personality (preferably the President) should be invited to be the first to receive the report and make a speech. This will raise the importance of the report.</p>	N/A	N/A	N/A	N/A	N/A
<p>Activity 6: Post-event release/placement: - MWEITI should produce a press release to be placed in the print media about the main event. This should go out a day after the event to guide journalists in their reports and ensure that they keep within the prior agreed messages.</p>	N/A	N/A	N/A	N/A	N/A
<p>Activity 7: Media Interviews – In-depth interviews should be conducted with select journalists to break down the reconciliation report. The output should be excerpts, full-text or detailed analysis of the report.</p>	2,000,000	2,800,000	3,640,000	4,368,000	4,804,800

	Activity 8: Investigative Journalism and Features – MWEITI will brief selected journalists to do investigative journalism on report findings and do detailed reports to be carried in their respective media outlets.	6,000,000	8,400,000	10,920,000	13,104,000	14,414,400
	Activity 9: Media visits – To generate more awareness for and build the profile of the Report Launch Event, the Coordinator, MSG Communication Sub-committee representative, Technical Manager and Communications Specialist should visit the main media outlets editors to explain the issues highlighted by the Report.	6,000,000	8,400,000	10,920,000	13,104,000	14,414,400
	Activity 10: Television Appearance - The four officers will be guests on one of the special television programmes prior to the Report launch.	2,000,000	2,800,000	3,640,000	4,368,000	4,804,800
	Activity 11: Counteractive Programme Campaign - MWEITI will start to focus on counteractive issues raised in the report one after another through press releases, keynote speeches, on-spot interviews and editorial write-ups to sustain awareness for the Initiative and assist in pressurizing the actors in the extractive industry.	10,000,000	14,000,000	18,200,000	21,840,000	24,024,000
	Activity 12: Further economic impact analysis of reconciled revenue - MWEITI Secretariat should engage an expert to analyze the impact of the reconciled revenue to ascertain economic benefits.	10,000,000	14,000,000	18,200,000	21,840,000	24,024,000
TOTAL OBJECTIVE BUDGET		62,000,000	86,800,000	112,840,000	135,408,000	148,948,800

Objective 4: Enhance knowledge of the EITI International Standard among various stakeholders						
Strategy	Activities	Estimated and Projected Costs				
		Year 1	Year 2	Year 3	Year 4	Year 5
<i>Educating, sensitizing and building stakeholder's insight into the EITI Standard, how the</i>	Activity 1: MWEITI Week - Establish a 'Transparent and Accountable Extractive Sector Week' to coincide with a MWEITI Reconciliation Report launch.	N/A	N/A	N/A	N/A	N/A

<p><i>MWEITI Reconciliation Process is conducted and how the Report can be understood and be utilized</i></p>	<p>Activity 2: Intensified Media Coverage - Arrange press coverage including a series of activities, stories, interviews and airing of a documentary and special programmes on television and radio as well as special coverage in newspapers, magazines and online channels.</p>	N/A	N/A	N/A	N/A	N/A
	<p>Activity 3: IEC Materials - During MWEITI week, distribute brochures and posters to Mining Companies, Civil Society Organisations, Government Offices and Development Partner Organisations</p>	N/A	N/A	N/A	N/A	N/A
	<p>Activity 4: Post-MWEITI Week - Sustain awareness of the MWEITI Reconciliation Process by conducting workshops and public forums with various stakeholders such as communities, traditional leaders, members of parliament, civil society organizations in order to build insight into how the audit report could be understood and utilized and call on the stakeholders to take action towards implementation of the recommendations contained in the Reconciliation Report.</p>	N/A	N/A	N/A	N/A	N/A
	<p>Activity5: Media, MSG Communication Sub-committee and Secretariat learning visit. - Media, MSG Communication Sub-committee and Secretariat learning should have learning visit on EITI reporting, dissemination and engagement practical lessons in other advanced EITI implanting countries (Zambia, Ghana e.t.c)</p>	30,000,000		39,000,000		42,900,000
	<p>Activity6: EITI Standard periodic workshop (Vitual) - Conduct two periodic workshops in a year on EITI International Standard targeting key stakeholders (Companies, Civil Society Organisations, Government reporting entities and the Media)</p>	N/A	N/A	N/A	N/A	N/A
	<p>TOTAL OBJECTIVE BUDGET</p>	30,000,000		39,000,000		42,900,000

Objective 5: Encourage broad engagement to enhance dialogue, interaction and response						
Strategy	Activities	Estimated and Projected Costs				
		Year 1	Year 2	Year 3	Year 4	Year 5
<i>Using a wide-range of communication channels and tools to reach out and engage with all interest groups</i>	Activity 1: Communication Network - Create a robust communication and feedback network using social media, phone-in radio/TV Programmes and mailing list.	8,000,000	11,200,000	14,560,000	17,472,000	19,219,200
	Activity 4: Roadshows/Drama/Comedy/Cultural events - Engaging a popular drama or comedy group or dance troupe during events to deliver MWEITI messages in vernacular language. A theatre group can be deployed during MWEITI Report launch, whistle-stop roadshows and cultural gathering to reach out and sensitize the public about MWEITI mandate and activities.	10,000,000	14,000,000	18,200,000	21,840,000	24,024,000
	Activity 2: Rewarding regular contributors - Production of MWEITI-branded, Wrappers (Zitenje), pens, hats etc, to reward regular radio/TV phone-in programmes and online contributors	6,000,000	8,400,000	10,920,000	13,104,000	14,414,400
	Activity 3: Incentives to Journalists - Giving quarterly monetary incentives to journalist who produces captivating and effective MWEITI articles in all media categories	12,000,000	16,800,000	21,840,000	26,208,000	28828800
TOTAL OBJECTIVE BUDGET		36,000,000	50,400,000	65,520,000	78,624,000	86,486,400

Objective 6: Improve communication within and outside the extractive sector for the benefit of citizenry						
Strategy	Activities	Estimated and Projected Costs				
		Year 1	Year 2	Year 3	Year 4	Year 5
<i>Widening the scope of stakeholders by reaching to women, youth, academia, faith and tradition groups etc.</i>	Activity 1: Involving more stakeholders - Identifying relevant target groups outside main stakeholders (Women groups, Youths groups, Community Based Organisations, and a diverse of Community Development Committees)	30,000,000	42,000,000	54,600,000	65,520,000	72,072,000

	Activity 2: Engagement - Engaging the already existing Mining and Forestry Associations and Cooperatives on EITI	30,000,000	42,000,000	54,600,000	65,520,000	72,072,000
	Activity 3: Building relationships - Mainstreaming and integrating MWEITI activities with the target groups advocacy programmes	30,000,000	42,000,000	54,600,000	65,520,000	72,072,000
	Activity 4: Capacity building - Training and sensitization of the identified target groups in MWEITI process and the role they can play to promote MWEITI mandate. (Using already existing channels and district MSG platform)	30,000,000	42,000,000	54,600,000	65,520,000	72,072,000
TOTAL OBJECTIVE BUDGET		120,000,000	168,000,000	218,400,000	262,080,000	288,288,000
GRAND TOTAL		437,000,000	611,800,000	795,340,000	954,408,000	1,049,848,800

16. ANNEX

List of consulted stakeholders

Grain Malunga – representing Chamber of Mines, Lotus Resources and MWEITI Communication Subcommittee

Joy Chabwera – representing Evangelical Association of Malawi (EAM) and MWEITI Communication Subcommittee

Crispin Ngwenya – Country Manager for Lindian Resources and MSG Member

Kossam Munthali – MWEITI Communication Sub-Committee

Robert Silungwe – representing FOCUS Karonga

Davie Nkhonje – Manager for Malawi Revenue Authority (MRA)

Obert Mkandawire – representing CCJP Karonga

Akbar Gaffar – Managing Director Cement Products

Elyvin Nkhonjera – Reserve Bank Export Development Fund (EDF)

Kennedy Rashid – representing Natural Resources Justice Network (NRJN)

Herbert Mwalukomo - Executive Director for Centre for Environmental Policy Advocacy (CEPA)

Ellen Kapeleta - CEPA's Programme Officer, Publish What You Pay (PWYP) National Coordinator

Regina Mayeso Kakwela - Principal Mining Engineer at Ministry of Mining's Department of Mines

Golden Matonga – Investigative Journalist and MWEITI Media Taskforce Member

