



## 20th Anniversary of the Guiding Principles on Internal Displacement: Communications Action Plan 2018-2020 1 June 2018

---

### Rationale

This **GP20 Communications Action Plan** aims to strengthen and amplify efforts to reach the objectives in the **Plan of Action for Advancing Prevention, Protection and Solutions for Internally Displaced People (2018-2020)**. It complements the Plan of Action by providing suggestions for stakeholders' communications engagement at the national and regional levels, from which they can choose according to their interests and capacities. It also presents possible joint and collaborative communications activities to be undertaken at the global level by interested organizations, towards the goal of resolving and reducing internal displacement through prevention, protection and solutions for IDPs in line with the Guiding Principles on Internal Displacement (henceforth "Guiding Principles").

### Communications objectives

The GP20 Communications Action Plan aims to support the objectives of the **Plan of Action** through the following **communications objectives**:

- Raise awareness on all types of internal displacement situations in a concerted and collaborative way, including on the Guiding Principles as the established international framework for preventing, responding to and resolving internal displacement
- Foster a positive discourse towards IDPs, including by emphasizing the importance of supporting both internally displaced populations and their host communities
- Increase media coverage of local and national-level actions that address internal displacement in line with the Guiding Principles
- Encourage public and stakeholder engagement with GP20 initiatives and events

### Target audiences

#### 1. Concerned citizens in countries with displaced populations

This group includes host populations who may have limited understanding of IDP needs and rights, which is essential to securing a sustainable long-term solution for the displaced. In many situations of internal displacement, the initial support provided by host populations lessens over time, as displacement becomes protracted and competition for limited resources among IDPs and their hosts increases. Convincing arguments will be required to gain the empathy of these populations, who are generally open to receiving the messages of such communications efforts.

#### 2. Concerned citizens in countries with no displaced populations

The concerned global citizens who can provide political, financial and other support, in order to protect and assist IDPs, prevent and resolve internal displacement, often have limited understanding of the complexity, the root causes and long-term impact of the phenomenon. Clear definitions, concrete examples and strong messages are needed to turn this target audience from persuadable to supporter.

### 3. Opinion leaders

These include the media, and high profile supporters of efforts to address displacement issues, who could disseminate around the world relevant news and messaging, through their influence and dedication. There is a need to deepen the familiarity of this target group with the issues that IDPs face, encourage their engagement in multiple ways, as well as their advocacy in favor of IDPs.

### 4. Other key stakeholders

These include humanitarian, peace, security, human rights and development actors working on IDP issues at the international, regional, national and local level. They have diverse experiences working in multiple displacement contexts. More strategic and collaborative action among these diverse stakeholders can be encouraged

## Communications mix

ACTIVITIES AT THE NATIONAL, REGIONAL AND GLOBAL LEVEL				
<b>Branding</b>	Type	Details		
	Use of GP20 logo	Follow the guidelines		
	Hashtags #GP20 #PreventProtectResolve	Use of joint hashtag #GP20 and #PreventProtectResolve on stakeholder social media accounts		
<b>Go-to platforms</b>	GP20 web page on GPC website	Main database where all target audiences can submit information on GP20 initiatives and find out more about the overall campaign, incl. the Plan of Action, related events around the globe, and updates on initiatives at global, regional and national levels.		
	Public online campaign	<a href="http://www.gp20.org">www.gp20.org</a> Platform for global advocacy among the wider public and media, life span from April – Dec 2018, shared platform by official campaign partners to share their materials (multimedia, articles, calls-to-action, social media).		
<b>Background briefings</b>		Briefings and Q&A to explain the Guiding Principles as well as internal displacement, building the very foundation for any communication and advocacy on behalf of IDPs.		
<b>Activities</b>	Type / Channel	Activity	Details	Audience
	Offline	Background briefings	Briefings to explain and raise awareness on internal displacement and the guiding principles	Opinion leaders
		Events	Photo exhibitions	Host populations Concerned citizens Opinion leaders

	Digital	<a href="#">GP20 web page</a> on GPC website	Used as a database for sharing information of individual organisations' events and initiatives	Other key stakeholders
		Online campaign hub developed with FHI360 (see separate concept note)	A public campaign hub to raise awareness of internal displacement. Partner materials will be showcased via the site and social media campaign	Host populations Concerned citizens Opinion leaders Other key stakeholders
		Web stories (stakeholders' websites)	Highlighting IDP narratives	Host populations Concerned citizens Opinion leaders
		Web articles (online media)	Explaining internal displacement / raising awareness / highlighting IDP narratives	
		Social media posts (stakeholders' social media accounts)	Either planned coordinated posts, or individually organisations themselves based on suggested content. <ul style="list-style-type: none"> <li>The Working Group to create a calendar of social media posts in advance with specific dates and posts to be shared with individual stakeholders' social media teams for everyone to publish at the same time + an additional calendar of suggested content</li> </ul>	
		Newsletter	<ul style="list-style-type: none"> <li>Create a dedicated GP20 mailing list (overseen by GP20 coordinator) to share a joint newsletter on a quarterly basis</li> <li>Create a quarterly newsletter to be shared by stakeholders' individually at the national level</li> </ul>	All target groups
	Written / print	Press releases		All target groups
		Statements		
		Op-eds		Host populations Concerned citizens Opinion leaders
	Audio-visual	Video stories and interviews	Highlighting IDP narratives	Host populations Concerned citizens Opinion leaders
		TV	Interviews and B-roll explaining internal displacement / raising awareness / highlighting IDP narratives	

		Banners (online)	Explaining internal displacement / raising awareness / highlighting IDP narratives	
		Posters (offline)		
<b>Assets</b>	People	Special Rapporteur (current an former)	Part of communications activities (quotes / speaking at events and in interviews)	Host populations Concerned citizens Opinion leaders
		IDPs		
		Senior Representatives of key stakeholders		
		Goodwill ambassadors		

## Communications package

---

### 1. Slogan

The GP20 slogan is “Prevent, Protect, Resolve”.

In order to **Prevent** the conditions that lead to internal displacement (new and protracted), we must address its causes, by:

- Increasing efforts to address the root causes of displacement (and its protractedness) / prevent violations of rights causing displacement from occurring or recurring
- Minimizing avoidable displacement
- Mitigating displacement’s adverse consequences

In order to **Protect** internally displaced people, we must remember that:

- Protection is about securing their human rights (rights-based approach)
- Internally displaced people and communities are equal partners in protection (community-based approach)
- Protection promotes full and equal respect for the human rights of all individuals without discrimination of any kind (AGD Mainstreaming approach)

In order to **Resolve** internal displacement, we must support the sustainable integration of the internally displaced, according to their free and informed choice, in:

- Their areas of origin
- The areas where they have taken refuge
- Other parts of their country

### 2. Key messages

1. Internal displacement can affect anyone:

- Disasters, conflict, generalized violence and violations of human rights can occur anywhere in the world
- From the US to Australia and from Colombia to Sri Lanka, there are IDPs all around the globe - some 40 million displaced by conflict and violence as of end 2017, and over 18 million displaced by disasters during 2017
- Internal displacement is one of the gravest tragedies of our times: there were 30.6 million new internal displacements by conflict, violence and disasters in 2017. This is the equivalent of one person forced to flee every second

2. The consequences of internal displacement can be crippling:

- Too often, internally displaced people are in dire need of assistance, in food, basic relief items and services, including education and health care
- The internally displaced face increased protection risks: armed attacks and abuse, family separation, sexual and gender-based violence, or arbitrary deprivation of land, homes and other property
- Stigma or harassment often marginalize internally displaced populations

3. Internally displaced people can be a positive force of change:

- Internally displaced women and men, girls and boys demonstrate a remarkable degree of resilience and strength
- With their skills and capacities, they can substantially contribute to the societies where they live
- Addressing the needs of internally displaced people will help move towards peace, security and development.

4. The participation of the internally displaced is absolutely essential in all decisions that affect them:

- More efforts are needed to increase their participation in the development of laws and policies
- The internally displaced should participate in planning and implementing durable solutions
- Peace and electoral processes should always include the internally displaced

5. Governments should step up their efforts to protect and assist internally displaced people:

- State sovereignty is inextricably linked with responsibility towards the people in the country. No one should be left behind – particularly the vulnerable, like IDPs can be
- Internal displacement should be clearly acknowledged and IDPs should be placed high on the agenda of national priorities.
- Beyond the legal obligation and a moral, it is in the interest of national governments from development perspective to invest more in preventing and finding solutions to internal displacement.

6. Quality data and analysis on internal displacement is essential for preventing, responding to and finding solutions to internal displacement.

- Quality data and evidence are needed throughout the displacement trajectory as the foundation for effective joint responses by local and national authorities, humanitarian, development and peace-building actors.
- A sound and shared evidence-base enables effective interventions to ensure that IDPs are not left behind in meeting the SDGs as pledged.
- To achieve quality data that reflects the situation and intentions of IDPs it is important to engage with displaced and displacement-affected communities during the process; it is also crucial to be mindful of data protection standards especially given the likely vulnerability of displaced persons.
- This work requires increasing the capacity of states and national partners to collect, analyze, and effectively use quality data on internal displacement.

7. The Guiding Principles on Internal Displacement are the key tool in the protection of the internally displaced people:

- They define who IDPs are, and set out their rights to be protected and assisted, before and during displacement and in their search for durable solutions.
- They give national authorities the primary responsibility for protecting internally displaced persons, and clarify key principles relating to their assistance
- The Guiding Principles have inspired laws and policy in 76 countries.

8. While the protection of IDPs is the primary responsibility of national authorities, host communities play a crucial role in protection and assistance efforts for internally displaced people

- Protection for the internally displaced translates into protection for everyone
- Discrimination against the internally displaced is not only bad practice – it goes against basic principles of international law

- Local action to support the internally displaced can contribute towards the well-being of the whole community.

9. While the protection of IDPs is the primary responsibility of national authorities, it requires a system-wide approach and shared efforts:

- Humanitarian and development aid agencies should mainstream the issues of the internally displaced in all their operations:
- Internally displaced people should participate, in all aspects of planning and implementing humanitarian and development programs
- All actors should join efforts to raise the profile of internal displacement as a global issue

10. Donors should not forget about those who are recently or long-term in displacement:

- Donors should invest in programmes that enhance IDP protection beyond the current levels
- Displacement is not only a humanitarian issue and donors should invest also in development action supporting IDPs and host communities
- Humanitarian assistance should be designed in a way that promotes the protection of the internally displaced populations

11. All durable solutions should be available to the internally displaced:

- For the internally displaced, return is not the only option. All returns should be voluntary, informed, safe and dignified.
- While the internally displaced could settle in other areas, they should never be encouraged or compelled to relocate to places where their life, safety, liberty or health will be at risk.
- Sustainable integration should also be an option for the internally displaced, to choose on the basis of their best interest.

12. In the end, all of us have a role to play in supporting IDPs:

- We can advocate to our governments to respect its own displaced citizens (when applicable)
- We can advocate for development and implementation of laws or policies based the Guiding Principles on Internal Displacement
- We can stand up against the discrimination of the internally displaced, and advocate for their rights and freedoms

### **3. Factsheet on the Guiding Principles**

See separate document:

<https://docs.google.com/document/d/1572LOvTJ-OeLh9p9SOxK0J7u0vd842gbh7XCjF0kH8w/edit>

### **4. Q&A on Internal Displacement**

See separate document:

<https://docs.google.com/document/d/1Jas0jOnI2IRfNEXyrRThSeAZZ8HTpH2ZfimVgu6fmzQ/edit>