



Communication and Visibility Plan for SDMU Project 2025 – 2027

A. List of Acronyms

ASM	Artisanal and Small-scale Miners
EU	European Union
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH
MEMD	Ministry of Energy and Mineral Development
NDPIV	National Development Plan Four
NEMA	National Environment and Management Authority
UCEM	Uganda Chamber of Energy and Minerals
URA	Uganda Revenue Authority

B. Background and Overall Objectives

1. Background

The project *Sustainable Development of the Mining Sector in Uganda* (SDMU) is jointly co-financed by the European Union (EU) and the German Federal Ministry for Economic Cooperation and Development (BMZ), implemented by GIZ in partnership with Uganda's Ministry of Energy and Mineral Development (MEMD) through its Department of Geological Surveys and Mines (DGSM). SDMU is part of the regional project "Cooperation on Peace, Security and Responsible Resource Governance in the Great Lakes Region of Africa" jointly co-financed by the Government of Germany and the Ministry of Foreign Affairs of the Netherlands (DGIS). The duration of this project is scheduled from 01.01.2025 to 30.09.2027 (33 months).

The project is designed to advance sustainable socio-economic development in Uganda while also aligning with the European Union's strategic interests. It supports the implementation of the EU's Global Gateway strategy and the Critical Raw Materials (CRM) Act, aiming to diversify the EU's CRM supply to ensure resources are available for the energy transition and to help meet Europe's 2030 climate targets.

In parallel, the project contributes significantly to Uganda's National Development Plan IV (NDP IV), including the recently launched 10-fold growth strategy, which prioritizes the development of the mining sector. This involves strengthening mining skills in vocational and tertiary institutions, enhancing the sector's legal and regulatory framework, and promoting investment in mining and value addition.

Additionally, the project further aligns with the EU Gender Action Plan 2021-2025 III by providing targeted support for Women in Artisanal and Small-scale Mining (ASM), focusing on the economic and social rights and empowerment of women and girls. It also contributes to Priority Area 1 (Green and Climate Transition) and Priority Area 2 (Promoting Sustainable and



Inclusive Growth and Jobs) of the EU Multi-Annual Indicative Programme for Uganda 2021-2027 by enhancing the sustainable management of Uganda's resources and adding value in the mining sector.

The intervention will apply a holistic approach and combines direct support to DGSM, academic institutions and private sector actors.

2. Communication Objectives

The overall objective of this Communication and Visibility Plan is to effectively promote project activities and results to internal and external stakeholders, sharing beneficiary stories, and showcasing the commitment of the European Union and Germany to enhance the contribution of mining actors in Uganda to sustainable socio-economic development.

These activities aim to inform beneficiaries and other stakeholders about the actions, their outcomes and impacts, the partners' roles, and the EU and Germany's support and funding of the project. Beneficiaries and stakeholders will be reached using appropriate and accessible information tools.

This communication and Visibility plan aims at:

- **Objective 1:** Creating awareness and visibility of the project to engage key stakeholders in Uganda, the African great lakes region and globally.
- **Objective 2:** Informing decision-makers about the importance of ASM formalisation, mineral processing and value addition, responsible mineral resource governance and the application of standard practices for social and environmental protection, to achieve improved practices in mineral supply chains.
- **Objective 3:** Informing stakeholders and donors about implementation progress and project results while ensuring visibility of donor funding by consistently marking all equipment, supplies, reports, publications, press releases, and updates with the appropriate donor logos.

3. Target Groups

The communication and visibility activities outlined in this plan are aimed at the following project beneficiaries and stakeholders:

Direct Beneficiaries

Internal

- Uganda's Ministry of Energy and Mineral development (MEMD) and associated departments and agencies such as DGSM, Uganda investment Authority (UIA), Uganda Revenue Authority (URA), National Environmental Management Authority (NEMA) etc.
- Private mining actors including ASM associations and cooperatives, women and men working in the mining sector and their families.

- Academic institutions, CSOs, Uganda Chamber of Energy and Minerals (UCEM), host communities.

External:

- The European Commission
- EU Member States and taxpayers
- German Foreign Office and German Embassy in Uganda
- GIZ headquarters
- Development partners
- The media

4. Key Messages by target Group

Target group	Key messages
Direct Beneficiaries	- There are benefits to sustainable and professionalised mining practices - Decreased risks to health and safety translates into increased revenue and employment potential - Better mining practices support communities around mine sites who benefit from improved water quality due to reduced pollution - Better protection of environment around mining areas. - Responsible mining practices improve market access for minerals.
Institutions and entities in the mining sector	- Encourage organisations to invest more in youth training, support, and employment - Support the mining sector effort to increase value addition and mineral beneficiation which is a potential flywheel for industrialisation and sustainable development - Improved mining conditions to create sustainable opportunities for socioeconomic development and growth - Strengthen the contribution of the mining sector to economic and social development through a demand-oriented capacity development approach
Government institutions	- Transform the mining sector through increased oversight and support offered by government to the mining sector - Promote mining safety and environmental stewardship and support private supply chain actors - Unlock the potential of the sector for sustainable and environmentally friendly economic development in Uganda and at the regional scale

External groups	- Progress and monitoring of the program - Achievement of results - Contribution of the European Union and other key program partners
The media	All previous messages, as well as: - Sensitise and educate the public about the contribution of the mining sector to social economic development - Educate the public about the danger of illegal mining - Increase awareness and visibility of the project and its donors among main stakeholders in Uganda

C. COMMUNICATION ACTIVITIES

1. Main activities that will take place during the communication and visibility plan's time frame

The activities are set out in a detailed annual communication and visibility matrix developed during the annual planning workshop and reviewed during the quarterly meetings (see cooperation guidelines)

2. Communication Tools Chosen

Tool	Description/ Objective	Responsibility
Project description on GIZ website	Short description summarizing the main project features and expected outcomes	GIZ
Project Info sheets	Short document (maximum of two pages) summarising the main project features and expected outcomes.	GIZ
Project Power Point presentation	All project partners will use the same standard presentation to introduce and present the project to all target audiences at any event.	MEMD/DGSM in collaboration with GIZ
Social media (LinkedIn, Facebook)	Continuous and up-to-date information flow to project beneficiaries and stakeholders. Share information about project activities and events.	MEMD/DGSM in collaboration with GIZ and Germany Embassy
Events related to project implementation (workshops, trainings, etc.)	The project will conduct training, workshops and conferences	MEMD/DGSM in collaboration with GIZ
Promotional branded materials including notebooks and/or tote bags with all the logos	These will help with increasing the project's awareness	GIZ, External partners/stakeholders



Media advisories	Increase public awareness of project progress, results, and major project activities/events	MEMD/DGSM in collaboration with GIZ
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3. Communication Principles

All the partners must ensure EU & Germany's visibility; and manage project communication in accordance with EU and Government of Germany's corporate communication guidelines and requirements. All training and communication materials created as part of the project should include the names and logos of the EU, Germany, and GIZ – as shown below.

To ensure full visibility for project partners, materials used for events should adhere to project designs and layout requirements. This includes event programs, invitation letters, brochures, banners, badges, nameplates, PowerPoint presentations, certificates, and anything else that may be required.



D. RESOURCES

1. Coordination

GIZ, as the project lead, manages the overall project communication and visibility strategy in synergy with the MEMD through DGSM. The GIZ Communication Advisor as well as the MEMD/DGSM Communication Officer will advise on and coordinate the implementation of this plan. In addition, communications and visibility activities will be supported by the Program officer in the EU Delegation.

In this regard, monthly meetings will take place between GIZ and DGSM.

2. Financial resources

Budget allocated to communication activities is Euro 110.000.