EITI INDONESIA COMMUNICATION STRATEGY 2017

1. Background
Communication activities is an important factor of EITI implementation in Indonesia, as EITI reports will only be data if they are not communicated to the relevant parties and the wider community. One of the challenges of EITI implementation is providing information to the public on extractive industries issues, since this sector is highly technical. Much of the information that reaches the community related to the extractive sector is still related to politics and often does not touch on governance issues. For that, we need communication efforts through some activities and makes communication materials that facilitate public to know highly technical sector into a form that is easily understood.

2. **Purpose of the Implementation of EITI Communications**
The purpose of EITI Communications activities in general is to encourage public knowledge of extractive industry governance and to increase stakeholder awareness to use the EITI Report as a tool for improving extractive industries governance.

In particular, the following objectives of the Implementation of EITI Communications:
- "Socializing" EITI through various activities and communication materials.
- Deliver information on extractive industry management in Indonesia to interested parties and the wider community, through various activities.
- Conveying information on the benefits resulting from extractive industry management, especially contribution to state revenues and local government revenues, and how the revenues from these extractive industries are utilized for various development programs and activities for public;
- Encouraging the public to actively participate in formulating extractive industry management policies to mitigate negative impacts, and overseeing the exploration and exploitation of natural resources and extractive industries;
- Capturing inputs from public and stakeholders to improve information disclosure related to state and regional revenue, and utilization of state revenues.

3**. Analysis of the Current Situation**
Indonesia has implemented the EITI Standards since 2010. The following SWOT analysis is to find out what is required from the implementation of EITI communications:

Strength:	Weakness:
- A good track record of EITI implementation - Civil society representatives (CSO) are very supportive - The Government supports the implementation of EITI. - Cooperation of institutions in implementation of EITI standard such as Commodity Trading and transparency of Beneficial Ownership	- The general public does not really understand the technicalities of the extractive industries - Disagreements between CSOs and governments in improving extractive industry governance - Many government agencies, including at the regional level who have not understood the EITI - Funding and administrative processes that sometimes hamper - EITI's legal basis is Presidential Decree 26/2010 which is considered less strong - Data access is still weak, especially the mining and coal sector

Advantages:	Threat:
- Improving governance of Extractive industries are one of the government's priorities - EITI can support the President's instruction in eradicating and preventing corruption. - A great public desire to get information - Many platforms can be used for communication (print, digital etc)	- Indonesia is threatened with suspension in EITI membership for failing to complete the 2014 EITI report by the end of 2016. This could lead to an increasingly unintended government of EITI

4. Target Mapping

The success of EITI communication is based on target mapping to achieve expected goals. In general the following targets of EITI communication activities:

- Government agencies that become extractive industry regulators
- Government agencies that have authority in state revenue
- Local government
- Oil and gas and minerals companies
- Association of oil and gas and minerals companies
- Representatives of civil society (CSO)
- Academics and professionals
- Mass media
- EITI International Secretariat
- General public

From the above target, we can determine the priority of the target for EITI communication success:

Involvement	Important for EITI implementation	Less important for EITI implementation
understand about EITI	Have cooperated: - Government agencies related to extractive industries - Government agencies authorized in state revenue - Local Government members of the MSG - Companies and associations that are members of the MSG - EITI International Secretariat	Have cooperated: - Academics of some universities

Less understand about EITI	To be a priority: - Government agencies outside the MSG that relate with extractive sector - Extractive industries-rich Local Government outside the members of the MSG - CSOs outside the MSG that engages with extractive sector - Mass media - General public	Not a priority: - CSOs outside transparency and extractive sector initiatives - Government agencies unrelated to the extractive sector - Regional governments that are not rich in extractive industries

5. Key Message

It needs key messages to achieve target in communication activities. Here are some key messages for EITI communication activities:
- Transparency is one of the government's actions in countering corruption
- Transparency through the EITI Report can be used by communities to control government revenues from extractive industries.
- The public has the right to get correct information on the utilization of state revenues
- Implementation of transparency should be improved for the wider community.
- EITI standards can be used to improve extractive industries governance that will lead to increased state revenues.
- EITI standards will continue to develop

6. EITI Communications Activities and Output
Activities and results of communication are shared based on activities in accordance with EITI standards

A. Activity / Output to meet EITI Standards:
1. EITI Report 2014 and 2015
   The 2014 EITI report should be completed by the end of 2016. It is expected 2014 reports completed by the end of February 2017 and 2015 Reports by the end of 2017.

2. Commodity Trading Pilot
   Indonesia became a country of Commodity Trading transparency pilot in the oil and gas sector. Report completion requires various activities from appointing consultants, mapping stakeholders, to the workshop.

3. Beneficial Ownership Transparency
   In 2016, the MSG has completed the Beneficial Ownership (BO) roadmap, and Indonesia must include BO information in the EITI Report in 2020. In 2017, roadmap must be undertaken in collaboration with some institutions that relate with BO issues

4. EITI Annual Report (Progress Report)
   In EITI standards, the EITI Secretariat shall submit annual progress reports to EITI International Secretariat. The English report is submitted to the EITI Secretariat in July each year.

5. 5. Open Data Report
   The Open Data report should be submitted to the International EITI Secretariat by the end of 2016. The EITI Secretariat will soon finalize the report in 2017.

b. Activity / Output for EITI socialization

1. Socialization of EITI Report
   Socialization is activities to disseminate EITI reports to the public. Socialization will be implemented after the EITI 2014 Report published.

2. FGD (Focus Group Discussion) EITI
   FGD is activities to discuss issues in the extractive sector and around the implementation of EITI.

3. Sub National EITI Trials
   Efforts to implement EITI at the national level will be tested in some local governments. Some FGD will be undertaken to capture regional inputs and willingness in the implementation of local EITI pilots.

4. EITI award to extractive companies
   Awards will be given to transparent companies. Awarding based on data from the EITI Report and other additional surveys if it necessary.

5. Data Portal
   Portal data contains information on data from EITI Report.

6. EITI Web Update and Social Media
   Web EITI and twitter account @ EITI_ID are always updated regularly.

7. Newsletter
   A quarterly newsletter contains information on EITI implementation.

8. Mass Media coverage
   The coverage can be done through press releases, inviting media in EITI activities, and visits to media offices.

9. Brochures (Print and Digital)
   The infographic brochure will be used for EITI socialization to the public

10. Communication Material
    Communication materials can be video, leaflets, brochures and infographics both print and digital. Completion of communication materials (especially videos) awaiting budget certainty.

EITI Activities 2017

The activities to be carried out in 2017 are described above. These activities are very dependent on the budget. Here are the details for the activities and outputs to reach the target:

Activities	Target	Key Messages / Explanation	Time
1. Communication Activities with some stakeholders			
Dissemination of EITI Reports	- MSG - Related ministries - Company - CSO - Local government - Academics - Journalist -	- Transparency through the EITI Report can be used by the public to control the state's revenue of the extractive industries - EITI standards can be used to improve extractive industries governance that will lead to increase state revenues. - etc	2 times
Focus Group Discusion (FGD)	- MSG - Related ministries - Company - CSO - Local government - Academic	- Transparency is one of the government's priorities in reduce corruption - The public has the right to obtain correct information on the utilization of state revenues - etc	2 times
2. Communication activities with Government Institutions			
Discussion with other institutions to collaborate Beneficial Transparency Issues	- KPK - Bappenas - PPATK - Ministry of Finance - Ministry of Law - Ministry of Trade - Ministry of Energy (ESDM) - etc	-Transparency is one of the government's priorities in reduce corruption -EITI standards can be used to improve extractive industry governance that will lead to increased state revenues. -EITI standards will continue to grow so that transparency demands will be greater. -etc	Troughout the year

Commodity Trading	- Pertamina - SKK Migas - Ministry of Trade - Ministry of Energy (ESDM) - etc	- The public has the right to obtain correct information on the utilization of state revenues - EITI standards can be used to improve extractive industry governance that will lead to increased state revenues. - EITI standards will continue to grow so that transparency demands will be greater.	During completion of Commodity Trading report
3. Communication Activities with Companies			
EITI socialization and delivery of EITI Report Templates	- Companies	-The public has the right to obtain correct information on the utilization of state revenues -EITI standards can be used to improve extractive industry governance that will lead to increased state revenues. -EITI standards will continue to grow so that transparency demands will be greater.	During completion of the EITI report
EITI awards	- companies	- The public has the right to obtain correct information on the utilization of state revenues	1 time
4. Communication Activities in Local Government			
Discussion about EITI in local level	- Local Government - Local CSO - Academics / Campus - Company - Local Journalists	- Transparency through the EITI Report can be used by the public to control state revenues from extractive industries - The implementation of transparency must be increased to reach a wider community.	3 times

5. Communication activities with media/journalist			
Press Release	- Journalist	- Transparency through the EITI Report can be used by communities to control state revenues from extractive industries - Implementation of transparency should be increased to reach wider public	Some EITI activities
Invitation to media to cover EITI	- Journalist		Some EITI activities
Media visit	- Impactful media		After publication of data portal
6. Communication Activities with Public			
EITI Portal data	- Public - stakeholders	Contains country revenues data from the EITI Report	Expected will be published on March 2017 .
Website and social media	- Public - stakeholders	News on EITI developments	Troughout the years
Brochure and video	- Public - stakeholders	- Infographics from EITI reports - Brochures / leaflets both print and digital - EITI Video	Depend on budget availibility (for video)
Newsletters	- Public - stakeholders	News on EITI developments	Every 3 months
Talkshow radio and TV	- Public		Depend on budget availibility