

2018 EITI INDONESIA COMMUNICATION STRATEGY

1. Background

Communication activities are an important factor in the implementation of EITI in Indonesia, because EITI reports will only be a useless data if they are not socialized or communicated to relevant parties and the wider community. One of the challenges of implementing EITI is to provide information to the public about issues in the extractive sector, because this sector is very technical and not all people understand. Most information that reaches the community related to the extractive sector is still related to politics and often does not touch the issue of governance. For this reason, communication is needed through the implementation of activities and the creation of communication materials that make it easier for the public to know a highly technical sector to be easily understood.

2. The purpose of EITI Communication Implementation

The purpose of EITI Communication activities in general is to encourage public knowledge about extractive industry governance and to increase awareness of stakeholders to use the EITI Report as a tool to improve extractive industry governance.

In particular the following objectives of EITI Communication Implementation:

- "Promote" EITI through various communication activities and materials.
- Convey information about the management of extractive industries in Indonesia to interested parties and the wider community, through various activities.
- Deliver information about the benefits generated from the management of extractive industries, especially the contribution to state revenues and regional government revenues, and how revenues from extractive industries are used for various development programs and activities for the community;
- Encouraging people to actively participate in formulating extractive industry management policies to reduce negative impacts in the implementation of management, as well as in overseeing the implementation of exploration and exploitation of natural resources and extractive industries;
- To collect inputs from the community and stakeholders to improve information disclosure related to state and regional revenues, and utilization of state revenues.

3. Analysis of the Current Situation

Indonesia has implemented the EITI Standard since 2010. The following is a SWOT analysis to find out what is needed from the implementation of EITI communication:

Strength: <ul style="list-style-type: none">- A good track record of EITI implementation- Civil Society Representatives (CSO) that are very supportive- Cooperation from various Ministries / Institutions related to the implementation of EITI standards such as Commodity Trading and beneficial ownership transparency	Weakness: <ul style="list-style-type: none">- The general public does not really understand technical matters in the extractive industry- Awareness of EITI implementation that need to be increased (especially from high level government official)- Many government agencies, including at the regional level, do not understand EITI- Funding and administrative processes that sometimes hamper- EITI legal basis, which is Presidential Regulation 26/2010 which is considered less powerful
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	- Data access is still weak, especially in the mineral and coal sector
Advantages: <ul style="list-style-type: none"> - Improvement of extractive industry governance is one of the government's priorities - EITI can support the President's instructions in the effort to eradicate and prevent corruption. - Public need to get information - Many platforms that can be used for communication (print, digital etc.) 	Threat: <ul style="list-style-type: none"> - Indonesia is threatened with suspension in EITI membership if it fails the implementation of validation

4. Target Mapping

The success of EITI communication is based on target mapping so that the expected goals can be achieved. In general, the following targets of EITI communication activities:

- Government agencies that are extractive industry regulators
- Government agencies that have authority in state revenues
- Local government
- Oil and gas and mineral and coal companies
- Association of oil and gas and mineral and coal companies
- Civil society representatives (CSO)
- Academics and professionals
- Mass media
- EITI International Secretariat
- General public

From the above targets, priorities can be determined for the success of EITI communication, namely:

Involvement	Important for the success of EITI implementation	Less important for the success of EITI implementation
Understand about EITI	Have collaborated: <ul style="list-style-type: none"> - Government agencies related to extractive industries - Government agencies authorized in state revenues - Local Government members of the Implementation Team - Companies and associations of Executing Team members 	Have collaborated: <ul style="list-style-type: none"> - Academics

	- EITI International Secretariat	
Still need to be improved understanding of EITI	To be a priority: <ul style="list-style-type: none"> - Government agencies outside the MSG that deal with the extractive sector - Energy-rich Regional Governments outside the MSG - CSOs outside members of the MSG engaged in the extractive sector - Mass media - General public 	Not a priority: <ul style="list-style-type: none"> - CSOs outside of transparency initiatives and extractive sectors - Government agencies that are not related to the extractive sector - Regional governments that are not rich in energy

5. Key messages

In order to achieve communication success, a key message is needed to be addressed to the target in the implementation of communication activities. Here are some key messages for EITI communication activities:

- Transparency is one of the government's priorities in tackling corruption
- Transparency through the EITI Report can be used by the public to control state revenues from extractive industries
- The community has the right to obtain correct information on the utilization of state revenue
- The implementation of transparency must be increased to reach a wider community.
- The EITI standard can be used to improve extractive industry governance which will lead to increased state revenues.
- The EITI standard will continue to grow so that demands for transparency will be even greater.

6. EITI Communication and Output Activities

Communication activities and outputs are divided based on activities to accommodate the demands of the EITI Standards and activities / materials for socialization:

a. Activities / Outputs to meet the EITI Standard:

1. 2016 EITI Report

The 2016 EITI Report is targeted to complete the report by the end of 2018.

2. Commodity Trading Report

Commodity Trading reports are expected to be completed and FGDs or discussions can be held to provide an overview of the oil and gas trade in Indonesia.

3. Transparency of beneficial ownership

In 2016, the EITI Implementation Team has completed the beneficial ownership (BO) roadmap, and Indonesia must include BO information in the EITI Report in 2020. In 2018, the implementation of the roadmap must be continued in collaboration with the BO team from a number of agencies. It is hoped that the Presidential Regulation can be signed and the effort to register BO data can progress.

4. EITI Annual Progress Report

In the EITI standard, the EITI Secretariat must submit an annual progress report to EITI International. The English-language report is submitted to the EITI Secretariat in July each year.

5. Preparation for Validation.

EITI Indonesia will be validated on September 2018

b. Activities / Outputs for EITI socialization

1. EITI Report socialization

Socialization activities to disseminate the EITI report to the community. Socialization was carried out after the 2015 EITI Report was published.

2. Discussion

Discussion of various issues in the extractive sector and around the implementation of EITI.

3. Sub National EITI

EITI implementation efforts at the national level will be tested in a number of regions. Several activities will be carried out to capture input and willingness of the regions in the implementation of sub national EITI pilots.

4. EITI Award to extractive companies

Awards will be given to transparent companies. Awarding is based on data from the EITI Report and if necessary additional surveys will be held.

5. Revision on Presidential Regulation 26/2010

The MSG still prepare the revision on the Presidential Regulation.

6. Data Portal

Portal that contains information on data from the EITI Report.

7. EITI Web and Social Media Updates

Web EITI and twitter account @EITI_ID are always updated regularly.

8. Newsletter

Newsletter containing information about EITI implementation.

9. Mass Media Coverage

The results of the coverage can be done through press releases, inviting the media to EITI activities, and visits to media offices.

10. Communication Material

Communication material can be in the form of videos, leaflets, brochures and infographics, both print and digital.

EITI Communication Activities Plan 2018

The activities to be carried out in 2018 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	<ul style="list-style-type: none"> - MSG - Related ministries - Company - CSO - Local government - Academics - Journalist - 	<ul style="list-style-type: none"> - 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)	<ul style="list-style-type: none"> - MSG - Related ministries - Company - CSO - Local government - Academic 	<ul style="list-style-type: none"> - Transparency is one of the government's priorities in reduce corruption - The public especially in rich energy provinces has the right to obtain correct information on the utilization of state revenues including revenue sharing fund 	2 times
Discussion on validation	<ul style="list-style-type: none"> - MSG - CSO - Companies 	<ul style="list-style-type: none"> - EITI Standards always develop - It needs bigger awareness for transparency extractive industries in Indonesia 	Begin September 2018
Discussion on Presidential Regulation Revision	<ul style="list-style-type: none"> - MSG - Government related with law - CSO - Companies - Academics 	<ul style="list-style-type: none"> - It needs bigger awareness for transparency 	Several Times

2. Communication activities with Government Institutions			
Discussion with other institutions to collaborate Beneficial Transparency Issues	<ul style="list-style-type: none"> - KPK - Bappenas - PPATK - Ministry of Finance - Ministry of Law - Ministry of Trade - Ministry of Energy (ESDM) - etc 	<ul style="list-style-type: none"> -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
<i>Commodity Trading</i>	<ul style="list-style-type: none"> - Pertamina - SKK Migas - Ministry of Trade - Ministry of Energy (ESDM) - etc 	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - Companies 	<ul style="list-style-type: none"> -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	<ul style="list-style-type: none"> - companies 	<ul style="list-style-type: none"> - It needs bigger awareness for EITI implementation in Indonesia 	1 time

4. Communication Activities in Local Government			
Discussion about EITI in local level	<ul style="list-style-type: none"> - Local Government - Local CSO - Academics / Campus - Company - Local Journalists 	<ul style="list-style-type: none"> - Transparency through the EITI Report can be used by the public to control state revenues from extractive industries - The public especially in rich energy provinces has the right to obtain correct information on the utilization of state revenues including revenue sharing fund 	2 times
5. Communication activities with media/journalist			
Press Release	<ul style="list-style-type: none"> - Journalist 	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - Journalist 		Some EITI activities
6. Communication Activities with Public			
EITI Portal data	<ul style="list-style-type: none"> - Public - stakeholders 	Contains country revenues data from the EITI Report	1 time workshop and several discussion
Website and social media	<ul style="list-style-type: none"> - Public - stakeholders 	News on EITI developments	Troughout the years
Brochure and video	<ul style="list-style-type: none"> - Public - stakeholders 	<ul style="list-style-type: none"> - Infographics from EITI reports - Brochures / leaflets both print and digital - EITI Video 	Depend on budget availability (for video)

Newsletters	<ul style="list-style-type: none"> - Public - stakeholders 	News on EITI developments	3 or 4 times a year
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