

Communication Team Strategy

Moving the Message Forward

3 Elements

To design an effective communications strategy, we looked at the following three categories:

1. Presenting a Business Case
2. Creating the Communication Roadmap
3. Information Technology

1. Presenting a Business Case

Our communication has to present a **business case for the new economic paradigm** based on GNH values and pillars. The four suggested components are:

- Justice: Economic, Social, Environmental
- Survival of the Planet
- Profitability of business
- Personal wellbeing, health, happiness

2. Roadmap: Planning the Drive

We need to **put in place a roadmap** to design, identify, create and disseminate effective communication. This roadmap should have two components:

- Framework Communications Strategy
- Relationship with Permanent Secretariat

About That Framework...

Framework Communications Strategy:

We need to frame our message to our various target groups, identify media outlets, identify the content already out there, structure the content to know what we still need to create, and finally disseminate in the right way

Did I Mention the Framework?

Framework is comprised of:

- **Values-** Clarify value for engagement - utilize GNH principles, proposed resolution, media ethics, transparency, guidelines, etc.
- **Target Audiences** (stakeholders) – Identify target audiences (8 so far identified), understand their perceptions, customize messages accordingly.
- **Messages Framing** - Need clear definitions. Issues management: Identify key (negative) frames and resistance re: happiness (it's trivial, anti-growth, etc) and reframe as needed (profoundly relevant, all about real growth).
- **Channels** - Identify ways to engage with different media (20+ so far)
- **Structures/Resources** – Identify structural, resource needs for long-term communication sustainability

Taking A Talking Point Out for a Spin

Example: You are speaking before a governmental and inter-governmental target group. Here are suggested talking points:

- U.N. resolution
- Happiness and well-being dovetails with your mission
- Give examples of what you plan to do?
- Examples from elsewhere
- Each country defines happiness for itself
- Sustainability is part of Happiness and wellbeing
- Happiness and wellbeing is good PR, who can object?
- Happiness and wellbeing leverages citizen action

Hang on, Still Spinning...

- Promote local initiatives & improvements, even if small
- Participation improves happiness
- “If you are associated with this, you look good”.

Permanent Secretariat

For optimal success, we need a direct relationship with & full support of the to-be-established Permanent Secretariat in Bhutan

- **Secretariat to oversee technical teams, communication, messaging, etc**
- **We envision the communication team to be the international arm of the Office of the Secretariat**

3. Information Technology

The successful and broad dissemination of information will be paramount to the success of an international GNH movement and we suggest the Communication Media team:

- Create technical products
- Partner a technical team and/or leader here with counterpart in Bhutan: new Secretariat
- Coordinate and plan technical projects and communication
- Create and manage technical products: Facebook, website, Twitter, You Tube, Vimeo, Flickr, Pinterest, Ted talks, blogs
- Content Acquisition and Management – Photos, video, music, writing
- Marketing and advertising campaigns

Exciting Future Options

A few ideas for some exciting future communication offerings:

- Livestreaming of Rio summit on Facebook from a GNH slant
- Worldwide Happiness Skill Training via Skype
- Wellbeing events with musicians, education, video
- GNH YouTube Channel

In Summary

Communication Team will coordinate with other GNH teams to obtain, produce, and manage messaging using new and traditional communication tools, thus contributing to greater understanding of the options for Happiness and Wellbeing worldwide, and creating bridges between the GNH community and the larger community.