



Regional: Enhancing Communications Capacity in Developing Member Countries in Asia and the Pacific

Project Name	Enhancing Communications Capacity in Developing Member Countries in Asia and the Pacific				
Project Number	53302-001				
Country	Regional				
Project Status	Proposed				
Project Type / Modality of Assistance	Technical Assistance				
Source of Funding / Amount	<table border="1"> <tr> <td>TA: Building Communications Capacity of Developing Member Countries in Asia and the Pacific</td> <td></td> </tr> <tr> <td>Technical Assistance Special Fund</td> <td>US\$ 975,000.00</td> </tr> </table>	TA: Building Communications Capacity of Developing Member Countries in Asia and the Pacific		Technical Assistance Special Fund	US\$ 975,000.00
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Technical Assistance Special Fund	US\$ 975,000.00				
Strategic Agendas	Environmentally sustainable growth Inclusive economic growth Regional integration				
Drivers of Change	Governance and capacity development Knowledge solutions Partnerships Private sector development				
Sector / Subsector	Public sector management - Public administration				
Gender Equity and Mainstreaming	No gender elements				
Description	The knowledge and support technical assistance (TA) will support building of communication capacity of developing member countries (DMCs) of the Asian Development Bank (ADB) through a series of communications training programs (Program), co-organized with renowned international media companies such as the Economist, the Financial Times, and/or the Bloomberg. Program will have components on sharing of best practices of localized policy solutions and technologies to achieve the Sustainable Development Goals (SDGs), overall communications strategies to enhance the likelihood of DMCs' adopting their high-priority policy agendas through their collective decision-making process, and how to work with the local and international media to generate the necessary public support for them. Program materials and immediate knowledge outputs of the programs will be further disseminated through ADB's websites.				
Project Rationale and Linkage to Country/Regional Strategy	ADB's DMCs have agreed to the Sustainable Development Goals (SDGs) but their current capacity in communicating policies and initiatives that will generate support for the SDGs is limited. This KSTA aims to build up their communications capacity through a series of communications training programs and sharing of best practices of localized policy solutions and technologies.				
Impact	Stronger institutional capacity for implementation of development policies and projects improved.				
Outcome	Communications planning and implementation in participating DMCs improved.				
Outputs	Communications planning and implementation capacity strengthened. Network of DMC communications professionals established.				
Geographical Location	Regional				

Summary of Environmental and Social Aspects	
Environmental Aspects	
Involuntary Resettlement	
Indigenous Peoples	
Stakeholder Communication, Participation, and Consultation	
During Project Design	
During Project Implementation	

Responsible ADB Officer	Kruger, David J.
Responsible ADB Department	DOC
Responsible ADB Division	DCMD
Executing Agencies	Asian Development Bank 6 ADB Avenue, Mandaluyong City 1550, Philippines

Timetable	
Concept Clearance	09 Oct 2019
Fact Finding	-
MRM	-
Approval	-

Last Review Mission

-

Last PDS Update

02 Dec 2019

Project Page

<https://www.adb.org/projects/53302-001/main>

Request for Information

<http://www.adb.org/forms/request-information-form?subject=53302-001>

Date Generated

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