

**Contact Group on Piracy off the Coast of Somalia (CGPCS)  
2<sup>nd</sup> Meeting of Working Group 4 (WG4)  
Cairo, 25<sup>th</sup> May 2009**

**Chairman's Summary.**

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The second meeting of Working Group 4 was convened in the Egyptian Ministry of Foreign Affairs on the 25<sup>th</sup> of May, 2009 with the participation of all members of the CGPCS. (Participants list Annex I)

- The Chair presented the Communications & Media Strategy proposed by Egypt which aims to coordinate communications activity addressing piracy off the coast of Somalia, and inform the wider international community of all CGPCS policies, recommendations and activities. (Annex II)
- The strategy identified the key messages that should be delivered to various target audiences; including Somalis in and outside Somalia, Neighbouring States and the International Community as well as the Shipping Industry. The Strategy also identified possible ways and means to deliver these messages.
- The meeting welcomed the presentation by H.E Deputy Prime Minister of Somalia Mr. Abdel Rahman Adam Ibrahim, who emphasised the need to assist Somali government efforts in combating piracy, and noted the international community's rejection of illegal, unreported and unregulated fishing as well as the dumping of toxic waste off the Somali coast.
- The meeting welcomed the report of the United Nations Political Office for Somalia (UNPOS) on implementing the media/advocacy strategy in affected areas of Somalia (Annex III) which contains valuable ideas that could be a basis for further deliberations on the implementation of CGPCS Communications & Media Strategy. In this context, WG 4 recognized the importance of enhancing local communications infrastructure and of promoting local ownership of the process.
- Recognized the vital role of the Office of UNPOS in contributing to a lasting solution to the Piracy problem, and in implementing the Communications & Media Strategy.

- Welcomes the role of *Al Azhar University* and other academic institutions in raising awareness on the negative effects of piracy.
- Emphasized that further efforts to increase cooperation among States and other stakeholders in tackling piracy should be welcomed while continuing to emphasize the need to respect sovereignty and territorial integrity of littoral states.
- Recognized that measures to address piracy on the ground such as empowering Somali authorities and the Somali people, and enhancing the socio-economic fabric of Somalia should be undertaken by all stakeholders and appropriate mechanisms to ensure a lasting solution to the problem.

The meeting adopted the attached Communications & Media Strategy presented by the Arab Republic of Egypt after deliberations and amendments by the participants.

#### FUTURE ACTION

The Contact Group is invited to do the following:

- Endorse the Annexed Communications & Media Strategy;
- Consider the Annexed Implementation Plan Proposed by the UNPOS;
- Task the Working Group to meet again in the near future to oversee the implementation of CGPCS Communications & Media Strategy in cooperation with UNPOS, and to continue its efforts on improving the diplomatic and public information efforts on all aspects of piracy and to develop further ideas to that end.

صيف (2)

**(ANNEX II)**

**Contact Group on Piracy off the Coast of Somalia (CGPCS)**

**2<sup>nd</sup> Meeting of Working Group 4 (WG 4)**

**Calro, 25<sup>th</sup> May 2009**

***"Improving diplomatic and public information efforts on all aspects of piracy"***

**Adopted Communications & Media Strategy**

**INTRODUCTION**

Piracy was recognized as a threat to international maritime interests centuries ago. As such, pirates were considered enemies of all mankind "*hostis humanis generis*" and States were authorized to seize them anywhere on the high seas and prosecute them in their courts. Several centuries later, the international community is facing a resurgence of piracy in various regions of the world, among which is the Somali coast. Since 1991, instability and lawlessness in Somalia have created a breeding ground for piracy. After initially focusing their attacks against World Food Program humanitarian shipping to Somalia, pirates eventually began to target commercial shipping navigating off the Somali coast, and demanding huge sums in ransom for the release of hijacked ships, cargos and crew. The phenomenon increased sharply in 2005 and reached its peak in 2008, necessitating a rapid response by the international community. The Security Council, by virtue of a series of resolutions (1816, 1838, 1846, 1851) authorized States, international and regional organizations to deploy their navies to escort humanitarian convoys and suppress piracy off the Somali coast. In spite of the large military presence in the area, piracy has continued to thrive, proving the adaptability of pirates and their ability to develop and advance their methods of attack.

The situation off the coast of Somalia is particularly dangerous because it threatens the safety of two major shipping lanes, the one passing through the Gulf of Aden and the route around the Cape of Good Hope. Piracy has increasingly shifted from the northern coast of Somalia, to its Eastern coast, with attacks taking place as far as 700 nautical miles out at sea. It is further projected that the number of attacks by pirates will increase in 2009. These figures prove that addressing the scourge of piracy requires more than a military and security response. It necessitates a comprehensive approach to combat piracy in all its aspects; including addressing the volatile political and security situation, economic hardships and decades of neglect by the international community. This communication strategy is but one aspect of this comprehensive

approach, and aims to develop an effective diplomatic and public information plan to support all counter-piracy endeavours with the participation of all major stakeholders.

In this regard, it should be emphasized that foreign presence in Somalia is only justified on the basis of enhancing already existing efforts aiming at the reconstruction of the country and, by that token, is only temporary in nature. At the backdrop of implementing this strategy, respecting the sovereignty and integrity of Somalia, its natural resources, and the right of its people to access these resources remain vital to its successful implementation.

#### **PURPOSE**

The CGPCS communication strategy aims to coordinate communications activity addressing piracy off the coast of Somalia, as well as inform the wider international community of all CGPCS policies, recommendations, and activities. This paper outlines the goals, various target audiences and the ways and means of disseminating the CGPCS messages.

The success of the strategy depends on the ability to effectively deliver the CGPCS messages to various target audiences, primary among which is the Somali community. As such, it is essential that the necessary infrastructure is in place to ensure the adequate delivery of these messages in a way that enables target audience to understand and, where possible, respond to.

It should also be emphasized that activities of Working Group 4 needs to be effectively coordinated with other activities developed in other CGPCS working groups.

#### **GOALS**

The key goals of this communication strategy are to:

1. Deter and dissuade Somali participation and support to piracy.
2. Create international support for the legitimacy of international counter-piracy operations, to encourage participation in counter-piracy operations and contribution to the proposed CGPCS International Trust Fund.

3. Ensure that the international community recognizes its role in deterring piracy and simultaneously addressing its root causes, including offering realistic long term solutions.
4. Involve more stakeholders (States, international organizations, civil society) in the effort to rebuild, reconstruct, and stabilize Somalia.
5. Inform and coordinate with the international maritime community of potential risks and provide information to manage/ reduce risk.

#### AUDIENCE

Audiences discussed below include the Somali community, whether in Somalia or the wider Diaspora, as well as neighboring States and the wider international community. In addition, the Somali Government will be encouraged and assisted to develop programs in liaison with the international community.

Audiences are communicators of counter-piracy messages as much as recipients of these messages.

#### 1) The Somali Community:

In Somalia, it is essential to target all sectors to ensure the messages of the CGPCS Communications Strategy are widely disseminated across the country. This should be done in complete cooperation and consultation with the newly elected Somali Government. In this regard, Somalis could be divided into two main target audiences: those that directly support and facilitate piracy, and those who unwittingly support piracy or benefit from it. These two categories should be viewed as key target audience, primary among which are former members of the military establishment who are directly, and indirectly, involved in the majority of piracy and piracy-related acts.

Simultaneously, special emphasis should be directed to clan leaders, opinion molders, respected key figures and members of civil society organizations (CSOs) within the Somali community. These figures have the capacity and tendency to exercise unequivocal influence in their smaller communities in a way that enables target audience to understand and relate to messages outlined in the strategy.

Equally important is the audience outside Somalia itself, the large but divided, Diaspora. The Somali Diaspora can play an instrumental role in communicating positive message to the Somalis inside the country by virtue of the close links they continue to maintain with their families, friends and communities.

### 2) Regional/Neighboring States:

The security of major trading lanes is critical to all countries of the region and therefore acts of piracy off the coast of Somalia largely affects these countries in a way that requires collaborative action to address the problem.

With the linguistic and cultural ties the region shares with Somalia, there are many conduits that could serve as effective ways of delivering the CGPCS messages. Moreover, Somalia is covered extensively by Arabic-language media, especially that originating in the Arabian peninsula and the Gulf states that are most affected by piracy. These media channels can also be used to deliver messages to the Somali Community.

At the official level, neighbouring states may also contribute to the public information campaign by sending a message to potential pirates in Somalia that their territories will not act as a safe haven for pirates, or a destination for the proceeds of piracy.

### 3) The International community:

The role played by the international community can not be overstated. This includes States that have a stake in securing trade lanes, those interested in cooperating with the CGPCS and contributors to the multi-national naval task force. It also includes all countries where a large Somali population resides, as well as international and regional organizations.

Accordingly, the involvement of the international community in collaborative efforts aimed at combating piracy arises from a sense of shared and mutual responsibility to ensure the safety and security of vital international trading lanes. More importantly, there is a need to coordinate international efforts to ensure that the Somali Community receives the right messages, and that they are properly communicated and received by the identified target audience.

In this context, raising international community awareness about the current situation in Somalia, its causes and possible means to alleviate the situation is critical to the success of long-term international efforts to address the piracy problem in the country. In light of the link between organized crime and piracy, the international community should continue to send messages to potential pirates in Somalia that their territories will not act as a safe haven for pirates, or a destination for the proceeds of piracy.

#### **4) The Shipping community:**

The CGPCS public information campaign could also target ship-owners, maritime operators, shipping companies, shipmasters and crews, as well as their associations and federations. Priority should be given to small shipping companies and vulnerable fishing boats that lack resources and access to the Best Management Practices.

**MESSAGES** (To be reviewed on a quarterly basis).

#### **1) The Somali Community:**

- (a) Piracy threatens vital humanitarian aid shipments to Somalia and the Horn of Africa.
- (b) Piracy threatens trade in the entire east Africa region.
- (c) Piracy is not an honorable gamefull practice. It is a criminal act, very risky and entails serious accountability.
- (d) No economy can grow without a measure of security in its shipping lanes.
- (e) The continuation of Piracy off the coast of Somalia is blocking all efforts to raise the standards of living for the Somali people which aim at providing basic human needs, the delivery of food and medical services.
- (f) Foreign presence inside Somalia aims at enhancing efforts to rebuild the country and counter acts of piracy, and should not be regarded as an act of aggression.
- (g) The international community is committed to Somalia's sovereignty security, stability, development, and control over its natural resources as well as the right of the Somali people to benefit from these resources.

- (h) The international community recognizes the legitimate interests of the people of Somalia to ensure that their maritime resources, particularly fisheries, are protected and available for their benefit and welcomes and supports all peaceful means to protect those interests and develop those resources.
- (i) The international community, including Somalia, has long recognized the negative effects of piracy, which is why there is international consensus to ban and criminalize it.
- (j) Piracy diminishes the view of Somali people in the eyes of the world community, and discourages support for the important task of rebuilding the nation.
- (k) Piracy is an act that contradicts all religions; it is nothing other than using armed forces to steal from unarmed civilians.
- (l) The real victims of piracy are the majority of Somali people, who continue to suffer disorder, violence, breakdown in the rule of law and disrupted business opportunities.
- (m) The international community welcomes the election of a new government in Somalia, and is willing to cooperate with the new government in order to guarantee security and stability, an aspect that will potentially contribute to curbing piracy.
- (n) The international community is intent on empowering the Somali Government and people to combat piracy, and is ready to provide assistance in this regard.

## 2) Neighboring/Regional States community

- (a) Piracy threatens the economies of the countries of the region and the everyday lives of their people.
- (b) The international community is committed to regional capability development in order to combat piracy in all its aspects.
- (c) The military presence to suppress piracy is localized to the coast of Somalia, as per relevant Security Council resolutions, and is temporary in nature. It is directly related to the exceptional political and security circumstances in Somalia, and will be unnecessary once law and order are established in the country.
- (d) Neighboring states respect the sovereignty of Somalia, and are willing to undertake the necessary efforts, whenever possible, to ensure that the government has the means and capabilities to exert effective control over its territory.
- (e) (Pending the enacting of appropriate laws) Pirates will find no safe havens and the use of piracy proceeds would be challenged in neighboring/regional states.



### 3) International community

- (a) The ultimate solution to piracy off the coast of Somalia is peace, stability, and the rebuilding of institutions in Somalia, to which the international community will continue to maintain its commitment to providing adequate resources.
- (b) All shipping lanes passing through the East Coast of Africa are equally threatened by piracy. All nations must work together to maintain secure shipping lanes and promote freedom of navigation.
- (c) Suppressing piracy requires a comprehensive approach that takes into consideration the development needs of Somalia.
- (d) It should be recognized that illegal fishing and dumping of toxic waste contributes to the rise of piracy.
- (e) Piracy knows no boundaries, faith or creed. It is a phenomenon that affects several regions of the world, including South-East Asia and West Africa, and requires an international response.
- (f) All nations have an interest not only in suppressing piracy, but in supporting Somalis to establish security on land, which paves the way for the development and sustainability of alternative livelihoods in the maritime and maritime support sector.
- (g) The international community will work together to provide economic opportunities in Somalia, including in the maritime and associated industries, as well as fund economic and social projects associated with combating piracy on the land.
- (h) There is a need to co-ordinate international efforts aimed at combating piracy off the Somali coast to ensure that they achieve the desired outcomes and are properly received within the Somali Community.
- (i) The success of the public information campaign is only contingent upon the ability of the Somali community to receive and, whenever possible, respond to messages identified by the strategy.
- (j) Public diplomacy endeavors should be supplemented by international efforts directed towards informing, educating and raising the standards of living of Somali citizens.
- (k) States willing to participate in counter-piracy activities may also contribute to the CGPCS International Trust Fund.
- (l) (Pending the enacting of appropriate laws) Pirates will find no safe havens and the use of piracy proceeds would be challenged in all states.

#### **4) Shipping Community:**

- (a) The shipping community, being the primary target for piracy attacks, has a major role to play in collaborative efforts aimed at combating piracy.
- (b) The Shipping community should be encouraged to support devising more innovative ways to dissuade pirates and encourage Somalis to take part in global anti-piracy efforts; namely by offering incentive mechanisms and financial rewards to Somalis who either report or prevent acts of piracy.
- (c) The shipping community should take all necessary measures to avoid illegal, unreported and unregulated fishing, as well as the dumping of toxic waste off the Somali coast.
- (d) The shipping community should implement security and self-protection instructions, common best practices and relevant IMO guidelines when navigating off the coast of Somalia.
- (e) The shipping community may consider supporting international efforts addressing piracy, including through contributing to the CGPCS International Trust Fund.

#### **WAYS AND MEANS OF DELIVERING MESSAGES:**

All ways and means of public diplomacy should be considered in order to deliver the CGPCS messages. These messages as well as the ways and means of their delivery should be discussed and agreed upon with the legitimate Somali authorities and the relevant sectors in the Somali Community. By the same token, all relevant regional and international stakeholders should understand and recognize the role they have to play in delivering this strategy.

Proposed activities should be implemented after a comprehensive cost-effective analysis, bearing in mind the need to avoid duplicating mechanisms.

#### **1) Somali Community**

##### **(a) Multi-Media**

Messages to the Somali population are likely to have more resonance as and when Somalis deliver them. The format of delivery may vary from

statements to more popular media that resonate with Somalis due to low literacy levels, including film, cartoons, plays and images.

- Radio remains the most important source of information in Somalia. International/local broadcasting, including short wave, plays a major role in Somalia due to its wide dissemination across the country. BBC (both English and Somali services), the Voice of America's Somali service, Deutsche Welle and Radio France International, as well as selected Arab broadcasters can be further utilized to communicate positive messages to the identified target audience inside and outside the country.

- Internet is another important source of information, particularly Somali, English, Italian and Arabic language websites and blogs.

- Text messaging and T-shirts offer potential messaging services.

#### **Proposed activities could include:**

Establishing a multi-lingual (English, Swahili and Arabic) anti-piracy radio and TV channel akin to the one established by the United Nations in Darfur. These channels, which can operate under the auspices of the UNPOS, will attempt to address the array of problems inside Somalia, while according special importance to addressing the piracy problem in particular.

The possibility of supporting the establishment of a Government-owned Somali Radio Channel.

Anti-piracy cartoon project to develop and distribute cartoons through effective communication channels (internet, print media, T-shirts)

Somali cell phone project to produce anti-piracy cell phone messages, pictures and videos. This could include updates on latest arrests and prosecutions as well as positive news on money contributed by the international community to support Somalia.

Web engagement (discussion fora, blogs, podcasts, ) on the theme of piracy.

**(h) Influential opinion molders:**

These include clan leaders, opinion molders, former members of the military establishment, decision-makers, teachers, journalists, imams, business people and civil society organizations. The Transitional Federal Government could be encouraged to convene informal meetings with clan Chiefs and community leaders, particularly in Portland, in order to garner their support for anti-piracy efforts, as well as their cooperation in highlighting the risks associated with piracy.

**Proposed activities could include:**

Credible Voice Grants to international and local Somali NGO's to develop and support surrogates of Somalis to speak out against piracy and to warn of the risks of involvement in piracy (e.g. prosecution and imprisonment).

Somali celebrity PSA's to draw attention to the harm caused by Piracy to Somalia and its image in the international community. Celebrity status can include poets, singers, sports men, etc...

**(e) The Somali Diaspora**

The Diaspora maintains active communication links with Somalia and remits money in support of Somali relatives each year, thereby they represent a potential well of credible voices in advice and opinion. In this context, the Internet could be utilized as an effective means of communication between the Somali Diaspora and other local, regional and international stakeholders.

**2) Regional/Neighboring States and International Community:**

The international community should be engaged at various levels in the public information campaign, including through formal (diplomatic, military, etc...) and informal channels. It will work with all relevant stakeholders to provide viable economic opportunities for Somalis, including in the maritime sector, the fishing sector and other legitimate alternatives to piracy.

**Proposed activities could include:**

Multilateral public affairs outreach in all interested regional and international organizations, including the United Nations, League of Arab States, African Union, and International Maritime Organisation, as well as other intergovernmental and non-governmental fora which should be encouraged to discuss the issue of piracy off the Somali coast and take action, where possible, to raise awareness regarding its negative consequences.

Contract an International Media Firm to launch an "anti-piracy media campaign" aimed at various target groups, in addition to developing an action plan to solicit contributions to the CGPCS International Trust Fund.

Recruit a celebrity to take on the anti-piracy cause to broad international attention and to influence the film industry to depict piracy more as a crime and threat rather than as an adventure.

Invite academic institutions, think tanks and research centers to contribute ideas aimed at understanding, analyzing and combating the factors contributing to the intensification of piracy attacks off the coast of Somalia.

Capitalize on the role of religious institutions in molding the opinions of influential figures within the Somali Community with a view to reach the maximum possible outreach. In this regard, the role played by *Al Azhar University* in disseminating desired messages can be further utilized; ensuring the credibility and relevance of the message delivered.

Conduct seminars and workshops for members of the shipping community in order to disseminate security and self-protection instructions, common best practices and relevant IMO guidelines.

Urge the international community not only to commit resources to fighting piracy, but also to address its root causes through contributing to the relevant "window" of the CGPCS International Trust Fund.

### 3) The Shipping Community:

Encourage the maritime industry to provide legitimate career alternatives to piracy, namely careers as seafarers to provide Somalis with a legitimate outlet for their seafaring talents and guarantee the industry the necessary manpower.

Formulating innovative incentive mechanisms in order to encourage members of the Somali community to report, and whenever possible, prevent acts of piracy off the coast of Somalia.

(ANNEX III)  
UNPOS PROPOSED IMPLEMENTATION PLAN

**Approaches to Counter-Piracy in Somalia**  
Implementing a media/advocacy strategy/campaign  
in affected areas in Somalia

**Overview**

Piracy represents a current challenge and causes difficulties for the population of Puntland and central Somalia, indeed for the Republic itself. The piracy phenomenon continues to affect the economic equilibrium, for example through high levels of cash injection, while at the same time some imported goods, which include food, have become more expensive due to significant increases in insurance costs of marine transportation, a reduction in ship traffic due to the piracy risk, and direct loss of goods by Somali importers.

Piracy activity has been somewhat reduced by the increased international naval patrols off the Somali coast. However, the pirates remain well organized in established groups and serious actions need to be taken to address the phenomenon.

A response to piracy has to be multi-dimensional, including institutional frameworks, legal instruments, policing and enforcement. However, many of these dimensions are reactive, in response mode, and there is an equally important need to respond to piracy at the root level, working on the causes, often socio-economic, in order to reduce the eventual magnitude of the problem. No approach will resolve the problem singularly, while a holistic approach serves to address both the push factors and pull factors that encourage Somali nationals to engage in what is essentially a risky livelihood strategy.

An objective of the Contact Group on Piracy off the Somali Coast (CGPCS) should be to highlight the root causes of piracy and support efforts to address them. An assessment of the root causes, and hence their addressing, lies squarely in the socio-economic realm, supported by improvements in land-based efforts in policing and rule of law.

*The important space for transmitting the 'right messages' to Somalis, the sub-region and at international level is critical in any counter-piracy response. This document contains an actions list proposal that, if found appropriate and funding foreseen, can be technically elaborated and implemented via the UN system and cooperating partners, including local organisations, in the very short term.*

## **An Existing Framework – The UN Transition Plan 2008-2010**

It is important to realize that the tools for moving forward in the socio-economic and related dimensions already exist. What is needed is the commitment and the resources to scale up existing knowledge and interventions. On land, those interventions should be livelihoods-based, along with an integrated development of the necessary institutional systems. A strong institutional system will be able to absorb the ownership of and then address the piracy problem durably. *If that ownership remains external, the solutions will never be sustainable.*

For its part, the UN system in Somalia, in consultation with authorities, communities and NGO partners has developed the UN Transitional Plan (UNTP), which is a common plan for all UN agencies, funds and programmes in Somalia for 2008-2010. This is firmly based on objectives set out in the Somalia Reconstruction and Development Programme (RDP); a study carried out by the UN, the World Bank and Somali partners.

The UNTP has identified five overall outcomes ranging from strengthening of key institutions and their role in improved security and protection under the rule of law, to stabilizing the delivery of social services and economic opportunities (livelihoods). Agencies working in Somalia are currently implementing individual programmes and projects, mainly depending on their access to specific geographical areas, often with national partners, and availability of resources. Many aspects of the UNTP relate to the piracy issue as they relate to economic opportunities but also within the framework of law and order. This should be regarded as an important factor hindering the "supply factor" of pirates.

In response to a changing security environment, the UN Country Team went through a re-prioritization exercise for UNTP activities in Puntland, inter alia, with a counter-piracy view in mind. The intent of that exercise was to review the planned UNTP activities, identifying those steps and changes in modalities of approach that needed to be taken in order to be able to deliver as much of the UNTP as possible. This exercise and the ongoing delivery is linked across the board to the need for improved security and access. At the same time, a shift of emphasis to increased partnerships with local institutions means that activities can still take place, in many instances.

The prioritization approach is a dynamic process, linked to any changes in the operational environment and availability of resources. The important note is that if resources are available, implementation plans can be made.

### **Implementing a Media/advocacy strategy for counter-piracy**

#### **An Audience-based actionable project proposal**



- **Community elders and religious leaders**

It is imperative to reach out to the community leaders and elders and long established religious principles who are the paragons of morality and principles as well as the guardians of the Islamic faith within their communities. Community leaders set examples and influence their followers and should be assisted to realize that the time is now to begin treating piracy disparagingly as the rogue act it is, and not one to be emulated or its prevention ignored—as some of the youngsters are forming such perceptions. Pirates destroy the bonds and the reputation of the community and, the nation, as a whole. They represent 'warlordism' at sea.

- **Journalists (and civil society groups)**

In Somalia, the watchdog role of journalists within their communities is fairly developed. They monitor the checks and balances of a society and can influence public opinion in ways that have important ramifications. Journalism in Somalia, including in Puntland has come a long way even during the aftermath of the civil war. Using their services is an important aspect of the counter-piracy campaign.

Somali Journalists should have access to and be the recipients of educational discussions, workshops and training on the realities of piracy, its negative impacts the danger involved and the graveness of the crime committed. A system to ensure that journalists have accurate and timely information is needed; their role in countering piracy discussed and engagement sought.

- **Government**

Local and national officials should be encouraged to further their efforts targeting information dissemination to the general public of the negative impact of piracy. They must reach out to the people through all means of communication to ensure that the general public is constantly mobilized in support of ending piracy, that youngsters must not be lured by the "false benefits" of the current state of affairs of Somalia. The government should re-assure the Somali people that combating piracy is a priority on their agenda and continuously demonstrate that through statements and other communications using all channels. A positive dialogue between the government and the people ensure that the government takes various communities seriously. In the short term, countering piracy as a criminal act should find its way as a special curriculum item in primary schools.

- **The Diaspora**

The Diaspora accounts for a very large part of the Somali population in relative terms and in many ways is the easiest to reach because of the

ease of communication in countries in which they are living. The Diaspora should be encouraged to contribute to combating piracy by assisting in the peace process as well as in all efforts that aim to develop, reconstruct and add to employment generation in Somalia. The Diaspora should be made aware of the seriousness of the situation and be brought on board the larger campaign of counter piracy; their support to the campaign could prove critical to curtailing logistical support to the piracy apparatus in many key areas.

### III. Regional Organizations and the International Community

It is clear that Somalia needs all assistance from regional and the International Community in many ways. It is equally important to target counter piracy messages to communities along the East African coast deterring the thinking that piracy is an easy way of making a living. The benefits to pirate-free seas (and land) are obvious to regional organizations. As donors—or potential donors—both regional organizations, neighboring countries and the international community should be convinced that investing in counter piracy is part of the recovery of Somalia and a protection of their own stability.

### IV. Guiding Principles

- ✓ Piracy a criminal act thriving in a situation of considerable lawlessness, the fight against which must rest on enhancing the security sector framework;
- ✓ The media campaign is but one element of a range of counter piracy initiatives;
- ✓ Piracy is a temporary phenomenon generated by a set of deteriorating political, security and possibly social factors. Structures dealing specifically with it should be light and temporary; the focus should always remain on the root causes;
- ✓ Implementation of a media campaign should be targeted at first towards affected areas; expand coverage in phases flexibility with the value of impact in mind.

### V. Mechanisms

- The channels of delivery at local level will include: Radio, Internet, Television, Print—including newspapers, brochures, posters, leaflets and cartoons—Drama productions such as plays, poetry and music, Town-hall meetings, and outreach activities which include trainings and workshops for journalists, community leaders and other civil society groups.

- PDRC—Puntland Development and Research Centre (a Somali reputable institution based in Puntland) will act as a main services provider for implementing a counter-piracy media campaign through existing sub-contract mechanisms with the UN. This will ensure rapid delivery with least transaction costs; it will also enhance the local ownership of the process and avoid being labeled "an outside effort". The centre has been a Somali partner with a proven track record demonstrated by previous engagement; the Centre can easily draw upon a range of supporting partners from within and outside the Region and enjoys the confidence of the Regional Administration. PDRC will, inter alia,:

1. Engage various targeted groups and organizations, including elders, religious institutions, business community, women's groups and security enforcement organs, by promoting civic education on security and peace-building with a focus on countering the acute rise of piracy in affected areas;
2. Enter into contractual arrangements with local radios and television services, the print media to deliver the counter-piracy messages including in local talk shows and TV previews;
3. Organize local workshops, seminars, forums, debates and discussion groups with distinguished and influential leaders as participants;
4. Conduct awareness-raising activities including expeditions to coastal villages (where pirates operate) to meet community members;
5. Ensure that all programs are crafted to reflect on the principles of culture and tradition as well as the Islamic culture.
6. Design and implement fast message delivery through mobile phone texting using local networks.
7. Solicit feedback and organize the response from various local target groups; introduce recommendations in the evolution of messaging.
8. Examine rapidly the feasibility of introducing a crash course on countering piracy in primary schools.

UNPOS will reach out to attempt engaging various radios and TV services based outside Somalia but heard and viewed inside Somalia. Appropriate sub-contracting mechanisms would be employed.

UNPOS will arrange for a series of discussions targeting the Diaspora. The results of this dialogue would raise awareness and recommend more effective ways of enhancing their role. This will be reported regularly to the CGPCS.

UNPOS will conduct diplomatic support exercises enhancing the campaign at local and central levels in Somalia. A survey of the avenues that can be used with neighboring countries as well as with IGAD will be conducted in this first phase; employing agreed channels will be mapped and coasted for an expansion of the campaign trans-regionally.

The international dimension requires a separate but coordinated effort. UNPOS sees the CGPCS itself, first, as a target audience for counter piracy messages, raising the awareness and soliciting the support of its members on sustainable counter piracy. Secondly, the CGPCS has a substantial role in facilitating and even delivering the counter piracy message at international level. CGPCS members should be encouraged to voluntarily assist a mapping exercise of the countries and organizations, including at commercial level, that should be targeted in the campaign. The UN is prepared to develop this aspect technically and facilitate its delivery in a second phase.

#### VI. Cost and Staffing:

For a six-month first phase advocacy campaign focusing on the internal dimension, to be reassessed after that period, staffing needs include:

- Media consultant/advocate and Admin/office assistant
- Production costs of radio/TV programs. Public service announcements plus air time
- Production costs and dissemination of internet material
- Production cost for printed matter
- Travel for participants in activities
- Costs for commissioning of drama performers/writers

Total estimated costs for a six-month period—approximately \$500,000

#### VII. Risks and Assumptions

The security situation is volatile and can reduce the interaction and movement; currently it is suitable to implement this proposal ;

After an initial six-month period, the campaign should be assessed for its effectiveness and/or any modifications. This can be accomplished with an informal survey of Somali target groups and through media monitoring.

The effort should be prepared to deal with counter messaging involving the damage to Somali livelihood including in the fishing industry field.

A media campaign targeting counter piracy can be expected to deliver sustainable results on its own. It must be part of a larger strategy of dealing with lawlessness, livelihood and enhancing security.