**National Advisory Board (Nab-Pmu)**

**Iec Endorsement Process - Fact Sheet**

1. **OVERVIEW: WHAT IS THE NAB IEC ENDORSEMENT PROCESS?**

It is a process that helps developers (NGOs, government agencies, Church groups, development partners etc) to have their Information, Education and Communication (IEC) materials formally approved by the National Advisory Board (NAB) on Climate Change and Disaster Risk Reduction. NAB endorsement shows that the IEC materials are factually correct and consistent with climate change and disaster risk reduction science and key messages. This process is seen as an invitation to work alongside government to produce the most meaningful and needed IEC materials. NAB endorsement will ensure materials disseminated to the public have reliable information on CC and DRR.

1. **PURPOSE:**

Is to provide a steering and coordination mechanism among stakeholders to ensure that new IEC materials address relevant climate and disaster topics, gaps in information are being adequately considered and that factual errors and inaccuracies are minimized. It is also to give developers an approval or recognition of their work by having the NAB-PMU logo on their IEC materials.

1. **HOW TO APPLY FOR AN ENDORSEMENT:**
2. IEC developers can obtain or download the “PMU endorsement application form” either from the NAB Portal, PMU office or through email
3. Submit application form to the PMU Communication Officer
4. Developers to receive feedback after 2 weeks of request submission from NAB-PMU
5. **WHAT YOU NEED TO SUPPLY WITH YOUR APPLICATION FORM:**
6. A soft-copy and (if possible) a hard copy of your materials, in all languages being produced
7. A description of the consultation, pre-testing or feedback process you have used
8. A description of your plan for monitoring and evaluating your materials
9. Agreement to upload completed materials to the NAB Portal
10. Agreement to license your material for use by others through Creative Commons (optional)
11. **REQUIREMENTS FOR IEC MATERIAL ENDORSEMENT:**

The endorsement process and its requirements should be viewed as a professional and transparent way for organizations to promote, with government support, their unique program’s creative styles and innovations. The four requirements are:

1. Information in the IEC material must be comprehensible and factually correct
2. Developers must describe in written detail the consultation processes undertaken into developing the IEC material
3. Agreement and commitment to upload and thematically map the IEC resource into the NAB online portal. If your organization does not have access to a computer/scanner to upload, NAB-PMU can assist.
4. Provide in written detail (in your own overview) a plan for monitoring and evaluating the IEC material and providing results/feedback to NAB.
5. **HOW THE PROCESS WORKS:**

The IEC materials will be channeled through NAB endorsement process to NAB PMU, VMGD and other regional science officers who are experts in CC and DRR. They will check that the facts in the materials are accurate and reflect current climate change or disaster risk reduction science or actions. NAB endorsement will provide credibility to materials making them trustworthy and objective. The IECs will become reliable not only to the users, but to decision makers at the national level.

1. **DOES THE IEC ENDORSEMENT PROCESS INCLUDE OTHER GOVERNMENT DEPARTMENTS (Education, Fisheries, Agriculture etc):**

No, The PMU can make recommendations to the materials developer if further feedback or endorsement should be sought from other Vanuatu government departments, for example from Department of Education or Department of Women’s Affairs. However, it will be the developer’s responsibility to follow up with those departments and gain those additional endorsements. The NAB PMU endorsement is linked solely to scientific and factual accuracy in relation to climate change and disaster risk reduction.

**8) ARE THERE ANY CHARGES FOR THE IEC ENDORSEMENT?**

There are no charges for the NAB PMU IEC Endorsement Process.

**9) DIAGRAM DESCRIBING THE ENDORSEMENT PROCESS:**

**NAB PMU, VMGD or NDMO SCIENCE OFFICER**

**NAB PMU COMMS OFFICER  
commp@meteo.gov.vu**

**IEC Developer**

**Presentation**

**NAB Meeting  
(Optional)**

* Option available to present endorsed materials to NAB to provide members with information about the program

**Step 5 (Optional)**

**IEC Developer**

**Step 4**

**IEC Materials**

**Development and printing**

**NAB CCDRR WORKING GROUP  
Optional – for feedback during development**

**Step 3**

**Endorsement**

**by the National Advisory**

**Board PMU**

**Feedback**

**Step 2 (Optional)**

National Advisory Board Project Management Unit

IEC Endorsement Structure

* Finalise publication
* License IEC material under Creative Commons (optional)
* Upload IEC material into NAB Portal
* Send hard copy to VMGD resource center
* Receive endorsement request
* Register IEC material
* Identify which Science Officer for scientific analysis
* Forward the materials to Principal Science Officer for assessment and validation
* Inform the organization of the endorsement or failure to be endorsed, and avenues for appeal if needed
* In endorsement notification, provide recommendations for any further consultation or links to government processes (eg Education)
* Provide “Endorsed” logo to developer
* Collective feedback on IEC material
* Ensure standardized and accurate messages
* Provide feedback on issues related to IEC material and coordination
* Consult with relevant government agencies
* Brief NAB
* Continue improving IEC production

**Step 1**

* Assess community needs
* Design IEC material
* Pre-test or adapt IEC material
* Assess pretest results and revise IEC material
* Monitor the use and impact of IEC material

**Production**

**Of IEC**

**Materials**

**10) WHAT DOES IT MEAN TO HAVE IEC MATERIALS BEING ENDORSED?**

By submitting the IEC materials to NAB endorsement, organizations show their commitment to providing relevant, up-to-date, factually correct and clear messages to national audiences. They will receive the “Endorsed by NAB” logo to place in their IEC materials as a sign of government recognition of the materials.

1. **WHY IS THE ENDORSEMENT PROCESS IMPORTANT?**

No single organization in Vanuatu has the technical capacity to provide all relevant information on climate change adaptation and mitigation and DRR. The endorsement process provides an avenue for sourcing and improving the depth and breadth of information IEC materials contain and will ensure factual accuracy and consistency for key messages.

1. **WHAT IS THE BENEFIT OF PARTICIPATING IN THE PROCESS?**

Organizations participating in the endorsement process will be rewarded with confidence in the factual and scientific accuracy of their materials, as well as government guidance and support in dissemination. Developers will have an evidence statement and logo from the government showing their close working relationship with government of Vanuatu priorities that will assist when seeking funding from donors.

Contact [www.nab.vu](http://www.nab.vu) or the NAB Communication Officer on phone: 24684 Ex: 5383 or email: [fiautu@meteo.gov.vu](mailto:fiautu@meteo.gov.vu) for detailed information on the NAB PMU PMU IEC endorsement process.