



COMMUNICATIONS STRATEGY
& ACTION PLAN
2021-2025

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GYEITI Communications Strategy and Action Plan 2021-2025

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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

Guyana became a member of the global Extractive Industry Transparency Initiative (EITI) in 2017, as part of its response to create a sustainable and transparent extractive sector. The EITI seeks to strengthen government and company systems, inform public debate and promote understanding of the extractive industries value chain.

The Guyana Extractive Industry Transparency Initiative (GYEITI) is the body responsible for implementing this initiative. It is governed by a Multi-Stakeholder Group (MSG), composed of equal representation from government, industry and civil society. The MSG is the decision-making authority of GYEITI, and the Minister of Natural Resources has been identified as its Champion.

Communications support is critical to every development initiative. EITI communications activities, in general, are expected to encourage public knowledge about extractive industry governance and to use the EITI report as a tool to improve this governance¹. Accordingly, the GYEITI is mandated to undertake effective outreach activities with a broad cross-section of society to build transparency and awareness about EITI, its objectives and the progress of its implementation in Guyana. To this end, it is also mandated to enable information-sharing and encourage debate and accountability in an atmosphere of openness, freedom of expression and related guarantees under the Constitution of Guyana.²

As the extractive sector expands and evolves there is need for a vibrant and responsive communications strategy as a tool to engage and inform the GYEITI targeted publics and Guyanese, as a whole. Consequently, the GYEITI-MSG mandated the development of such strategy to enable its National Secretariat to: strengthen and enhance its communications strategies, tools and techniques to reach a diverse audience; and to effectively implement MSG decisions and the overall mandate of the EITI.

Against this background, the Communications Strategy is underpinned by two theories: Broom and Dozier (1990) Open Systems Theory and Rogers (2003) Diffusion of Innovation Theory. The first prescribes: open and interactive communication between the organisation

¹ [EITI Indonesia](#) (2017)

² GYEITI Communications, Media and Public Relations Policy and Protocol (updated 2021)

and its environment, including its targeted publics; monitoring the environment to successfully integrate relevant needs and desires into organisational goals, programmes and activities; and gaining and maintaining trust and commitment.

The second theory explains how, over time, an idea or product gains momentum and diffuses (or spreads) through a specific population or social system. The end result of this diffusion is that people, as part of a social system, adopt a new idea, behaviour, or product (Rogers, 1995)³. It is a specialised form of communication that focuses on disseminating information about new ideas, products, technologies, services, or regulations. Interpersonal communication and mass communication are identified as two channels, in this regard.

The theories emphasise different approaches to and methods of communications. Given the nature of the GYEITI, both are relevant. In this regard, the Strategy proposes the use of two strategic communications pillars (i) Public Relations and (ii) Public Information/Education/Advocacy³. Public Relations is positioned as the pivotal pillar, as it is presumed that the viability and effectiveness of other pillars hinge largely on GYEITI maintaining goodwill – political, financial, national, international – with its stakeholders and the general environment. Specific activities and communication tools and techniques are designed around each pillar to meet the needs of the audiences.

For greater impact, the strategy proposes the use of strategic and creative packaging of communication products for public education and advocacy. It also proposes concerted information dissemination, using new and traditional media⁴ platforms. Public Relations activities will be managed through stakeholders' engagement, community outreach, branding, among others. Central to this process is the repackaging and disseminating of the GYEITI Reports for the fiscal years, 2018 through 2024.

The Strategy's **overarching goal** is to have by 2025, *a robust information and communication system in place, evidenced by engaged stakeholders and an aware public, to support and advance the work of the MSG, National Secretariat and key stakeholders towards accountable governance of the Extractive Sector and Guyana's EITI compliance.*

The **objectives** identified to achieve this goal are articulated in Section 1 of this Strategy. These are both long- and short-term, the latter aligning specifically with the GYEITI National Secretariat's Workplan for 2020 to 2022 and emphasising the Oil and Gas industry and Gold Mining.

³ These inter-related approaches are however treated discretely for distilling of strategy elements

⁴ Public service announcements, social marketing and advertising campaigns, debates, quizzes and interpersonal communications (IPC), interventions such as seminars, workshops, partners' conferences, town hall meetings and fora and consultations

The objectives fall into three broad categories: (i) those which sensitise on and provide awareness of the issues in the extractive sector in general; (ii) those which educate on the specific work and achievements of GYEITI, contributing to its brand; and (iii) those which speak to the communications infrastructure, platforms and other elements, necessary to facilitate effective and efficient communication between GYEITI and its various publics.

The diverse **audience** of the Extractive Sector necessitates different approaches to meet communications expectations. In this regard, the information gathered points to some criteria for determining these target audiences. Of note is the fact that 65 % of Guyana's population are below age 35⁵; young people, therefore, have been ranked among the critical audience for public education. Similarly ranked are the GYEITI-MSG and staff of the National Secretariat given their role and responsibility for executing GYEITI's mandates, as well as the global EITI, particularly its Secretariat.

In accordance with the systems thinking approach, the Strategy proposes the following as mechanisms to harness **feedback** from stakeholders and target audiences-

- Partners'/Stakeholders' engagement
- Establishment of FAQs (Frequently Asked Questions) and a Grievance Log on the website
- Regular market surveys to determine audience needs/shifts and environmental trends that are likely to impact communications
- Fora for MSG and National Secretariat representatives.

The timeline for the Strategy is five years: 2021-2025, with annual reviews based on the results of monitoring and process evaluation. As indicated, the short-term interventions identified for the next two years are aligned to the GYEITI Work Plan for 2020 to 2022, and to the MSG's decisions⁶. The implementation of the CSAP will be spearheaded by the MSG Communications Sub-Committee in collaboration with the Secretariat's Communications Officer.

⁵ [Youth and development - Guyana Chronicle](#)

⁶ Some of these may not have been captured in the Workplan 2020-2022.

SECTION 1

INTRODUCTION AND BACKGROUND

INTRODUCTION AND BACKGROUND

The Guyana EITI (GYEITI) identifies its extractive sector as comprising those industries in quarrying, gold and diamond mining, oil and gas, forestry and fisheries. The sector significantly contributes to the country's economy and to its overall development, for example accounting for 17.7% of total GDP in 2018⁷, 11.3% in Government's revenue,⁸ and 18.2% in employment⁹, also in 2018.

The Government of Guyana has taken several steps toward creating a sustainable and transparent sector. These include:

- development of a Low Carbon Development Strategy (2009) which aims to achieve two goals. The first is the transformation of Guyana's economy to deliver greater economic and human and social development by following a low carbon development path; and the second, provision of a model for the world on how climate change can be addressed through low carbon development in developing countries, if the international community takes the necessary collective action.
- signing of the Minamata Convention on Mercury (2013), focused on protecting human health and the environment from anthropogenic emissions and releases of mercury and mercury compounds; and
- implementation of the Extractive Industry Transparency Initiative (EITI) (2017).

It is within the frame of this last action that this Communications Strategy and Action Plan (CSAP) has been established. Communications is a requirement under Standards 2016 and 2019¹⁰ set out by the global EITI body.

The EITI is an international standard covering the wider governance of extractive resources. It encompasses the complex issues of beneficial ownership, disclosure, contract transparency, the integration of the EITI into government systems and transparency in

⁷ GYEITI Report (FY 2018) GYEITI-Report-FY-2018-Recd-from-IA-08.04.21.pdf

⁸ Ibid

⁹ Guyana | Extractive Industries Transparency Initiative (eiti.org)

¹⁰ See Appendix II for articulation

commodity trading¹¹ and, since 2019, the issues of gender balance and environmental impacts in its reporting. It is implemented by 52 countries.

This CSAP supports Guyana’s implementation of the EITI. It specifies ways in which GYEITI can ensure compliance with the letter and the spirit of the Standard with respect to openness and accountability, public debate and engagement.¹² It also supports the goal of the Guyana Extractive Sector Transparency (GYEST) Project, implemented by the Pan American Development Fund (PADF), which seeks to help Guyana achieve transparency and good governance in the extractive industry. The stated outcomes of GYEST are **a strengthened GYEITI Secretariat** and **a strengthened Multi-Stakeholder Group (MSG)**.

Goals and Objectives

By 2025, a robust information and communication system in place, evidenced by engaged stakeholders and an aware public, to support and advance the work of the MSG, National Secretariat and key stakeholders towards accountable governance of the Extractive Sector and Guyana’s EITI compliance. Its objectives are to -

1. Build awareness and promote understanding of the Extractive Sector: its composition, industry-specific role in the country’s development, its work and achievements toward accountable governance and transparency.
2. Build awareness of and support for GYEITI: What it is, its goal and mission, work and achievements toward accountable and transparent governance of the extractive sector.
3. Support the 2020-2022 Workplan of the National Secretariat through identified targeted communications initiatives that ensure gender and sustainable use of the environment is mainstreamed in messaging. These include targeted campaigns, for example on policy reforms, validation exercises, sensitisation to the GYEITI Annual Reports for 2017 and 2018 (FYs), among others.

¹¹ [History of the EITI | Extractive Industries Transparency Initiative](#)

¹² GYEITI Communications, Media and Public Relations Policy and Protocol (2021) at Appendix 1

4. Establish a framework for greater inter-agency collaboration to:
 - maintain productive engagements and partnerships with stakeholders, MSG, industry and National Secretariat, other stakeholders and audiences, nationally, regionally and internationally. This includes a safe space for reporting, dialogue and debate and for consensus-building through dissemination of focused on point messaging.
 - develop and maintain robust communications platforms, principally a web portal for the storing and sharing of information.
5. Create and maintain a brand for GYEITI to promote buy-in and successful implementation of the initiative.

SITUATIONAL ANALYSIS

A situational analysis, elaborated at Appendix II of this CSAP, provides a broad overview of the matters that are relevant to this Strategy. Together with the Theoretical Framework in Section II, it sets the context and helps provide an understanding of the proposed communications interventions articulated in the Communications Workplan. The Analysis is organised as follows:

- (i)** General information on Guyana: its geography, population, other demographics, human development indicators; its extractive landscape, including actors, sector-specific issues such as economic and social contributions, legislative and policy framework, challenges and opportunities within the sector. These all relate to opportunities and challenges in the environment.
- (ii)** A snapshot of gender issues, particularly those related to the sector
- (iii)** A glance at Guyana's Media landscape
- (iv)** A snapshot of EITI and the roll out of this initiative in Guyana, including purpose, composition governance arrangements, among other facts.

METHODOLOGY

The Methodology to develop the CSAP included –

- Desk research to gather information and to better understand the subject matter, including EITI concepts and communications strategies, from various sources. To this end, five communications “strategies” (Armenia, Indonesia, Suriname¹³ Liberia and the original GYEITI strategy)¹⁴ were reviewed and their approaches to communications and strategy components were considered. EITI country websites were also reviewed. These included those from Suriname, Trinidad and Tobago, Armenia, Philippines¹⁵, Indonesia, Liberia and Guyana. Together, they provided useful insights.
- Review of other information related to GYEITI such as the GYEITI Annual Report for fiscal year 2018, GYEITI Communications, Media & Public Relations Policy and Protocol (2021), Communications theory and concepts in general, EITI guidelines.
- Virtual meetings with the National Secretariat, including a “Kick off Meeting” to obtain *a sense of perspective, both administrative and technical*.
- Virtual discussions on the elements of a concept note for stakeholders’ consultations with government, industry and civil society to: receive stakeholders’ feedback on the reformulated draft CSAP; to identify targets and indicators for tracking progress and stakeholders’ accountability, and for providing a framework for information sharing among the diverse stakeholders. The proposed consultations replaced planned focus group discussions with selected members of the sector for the same purpose. These focus group discussions were not held and this constitutes a limitation of this strategy.

¹³ Titled “SEITI Public Relations and Communications Strategy”, this was not a strategy in the true sense of the concept

¹⁴ A request to Trinidad and Tobago to share their strategy was unsuccessful. A search of the internet brought up a document titled “Framework for Developing the Outreach and Communication Strategy of the Parliament of the Republic of Trinidad and Tobago”

¹⁵ Based on the advice of the National Secretariat to use Philippines as model, an internet search for its Communications Strategy was done, but did not bear fruit

- Incorporating feedback on the original draft strategy from the MSG and then from the Secretariat and MSG on the first revised draft. The Communications Strategy's structure, key messages and target audiences were agreed upon and incorporated in this paper.
- A Strength Weakness Opportunities and Threats (SWOT) Analysis done during the initial process of developing the strategy¹⁶. The analysis indicated that GYEITI's strengths were linked to powerful networks and contexts and that the government was committed to GYEITI's mission, values and strategy. It indicated as well that the GYEITI process was engaging the attention of the media, relevant stakeholders and receiving support from the EITI (international body)"¹⁷. It identified opportunities such as exchange of best practices and lessons learnt, open channels of communications, creative activities for outreach. Weaknesses identified pointed to limited resources, capacity to respond, and inadequate communication flow between internal tripartite stakeholders.

¹⁶ This was articulated in the first revised Communications Strategy and Engagement Plan

¹⁷ First revised Communications Strategy and Engagement Plan

SECTION II

THE COMMUNICATIONS FRAMEWORK

THE COMMUNICATIONS FRAMEWORK

PILLARS OF THE STRATEGY

The successful implementation of the strategy is based on:

1. A two-pronged approach (i) public relations on GYEITI as a governance and coordinating mechanism to achieve accountable governance and transparency in Guyana's extractive sector and (ii) public information/education and advocacy on issues that are central to the GYEITI agenda. In this last regard, it is important to note that Requirement 7 of the EITI 2019 Standard "related to outcomes and impact", seek to ensure that stakeholders are engaged in dialogue about natural resource revenue management. EITI disclosures lead to the fulfilment of the EITI Principles by contributing to wider public debate. It is also vital that lessons learnt during implementation are acted upon, that recommendations from EITI implementations are considered and acted on where appropriate and that EITI implementation is on a stable, sustainable footing".¹⁸
2. The proposed development of a robust information and communication infrastructure¹⁹ which:
 - utilises a uniformed information and communication system to efficiently provide internal and external communications services;
 - engages actively with community, national and international media and other stakeholders and groups on issues of importance to the GYEITI, including the EITI Validation process and the achievements of the GYEITI.
 - utilises targeted communications channels strategically, including interpersonal communications and small group communications;
 - integrates new media technologies with traditional tools to maximise communications;
 - prioritises the use of digital and social media.
3. Strategic alignment to the decision-making mechanisms of the GYEITI and the MSG, to facilitate proactive and timely communications.

¹⁸ 2019 EITI Standard

¹⁹ People, technology, processes and policies

4. The availability of adequate resources.

GYEITI ORGANISATIONAL STRUCTURE

The Multi-Stakeholder Group (MSG) is the key decision-making body of the GYEITI. The MSG comprises three sectors: Government, Civil Society and Industry. Each sector appoints a Co-Chair. There is a National Coordinator who heads the Secretariat. The GYEITI, inclusive of the MSG and the Secretariat MSG consult monthly or quarterly at statutory meetings and, as needed. Other meetings with the regional EITI representative for Latin America and the Caribbean (LAC), who is a member of the International EITI Board and MSG counterparts from LAC are also held on a regular basis. The International Secretariat's Coordinator normally joins the Regional EITI LAC meetings. The Guyana Minister of Natural Resources, is the designated national "champion" in EITI terminology and is part of the MSG.



Figure 1: GYEITI Organisational Structure (as of Aug 2021)

GYEITI Workplan – A Snapshot

A GYEITI workplan was developed and adopted by the MSG which includes:

- Financial transparency and accountability of the extractive industries sector and government counterparts.
- Disclosure of beneficial owners of the companies.
- Promoting and supporting a culture of social, environmental and climate responsibility in the extractive industry sector.
- Developing institutional capacities to implement the EITI in Guyana.
- Increasing public awareness and understanding of EITI / GYEITI.
- Encouraging and enabling robust debate on the positives and negatives, benefits and liabilities of extractivism in Guyana.

Advocacy

Advocacy Strategies: GYEITI Advocacy needs to be continuous and supported by a comprehensive public information/education and public relations programme. Some strategic advocacy actions are proposed below:

- Build a perception of GYEITI based on the values of efficiency, accessibility, transparency, credibility and accuracy.
- Advocate for implementation of policies and legislation to enable reforms in the extractive sector to be expedited.
- Engage with Guyanese stakeholders on their rights, responsibilities, privileges and obligations, as the owners of Guyana's natural resources and their stewardship to sustainably manage them for the benefit of future generations.
- Secure buy-in for the GYEITI's programmes and policies.
- Enable stakeholders, especially the industry sector, to understand how policy and programmes change will affect them.
- Foster continued goodwill from targeted stakeholders such as civil society advocates, extractive industry companies, the donor community and the International EITI.
- Accelerate implementation of MSG's decisions.

Advocacy Tools and Techniques: It is proposed that GYEITI undertake specific and regular publicity initiatives in audio visual, radio and printed formats for dissemination through a variety of multi-media channels and social media. Additionally, the following tools and techniques are recommended:

- Ensure timely updates and maintenance of stakeholders and media databases.
- Develop and maintain a Directory of Communicators in government agencies; civil society organisations; public media entities and international organisations.
- Identify, train and provide for the media, a cadre of accessible spokespersons.
- Develop press kits to facilitate easier and accurate media reporting.
- Create a plan for media monitoring and analysis.
- Enable consistent monitoring of public opinion and feedback on GYEITI and craft responses when and where necessary.

Interactive Communication Approaches

Dialogues and Feedback: Host regular dialogues for GYEITI Champion, MSG and National Coordinator to obtain feedback from media managers and practitioners. Feedback is treated, media attitudes are gauged; impact of communications are gauged

GYEITI Magazine Programme: Conceptualise and develop a concise and informative regular magazine programme. The programme would treat with the various issues affecting the public and specific communities; news briefs, features and upcoming GYEITI activities public engagements and community outreaches etc.

Advertorials for Damage Control: Paid advertisements and advertorials will be utilised to clarify misconceptions and to do damage control when necessary.

Website/Web Portal: The new website with its robust social media platform (Facebook, Twitter, YouTube, blogs, Message Boards) will be current, dynamic and interactive. New media technologies such as blogging and tweeting are proposed to facilitate interactivity.

The website/Web Portal will be organised according to users' needs; website content will be results focused, owned by all areas and relevant to everyone. It is anticipated that website traffic will grow significantly and that this communication platform will be a principal one for communicating. The website should have at a minimum: core content management functionality, social media integration, mass

mailing/direct marketing/ mailing lists functionality, moderated commenting features, search engine optimisation. It should feature a calendar of events, outreaches and public meetings, an online news room / media centre and audio-visual content.

Importantly, the website will be used as a communication channel and tool across all domains and should enable reporting of data by all EITI businesses and governmental entities.

Public Relations Tools

Video and audio streaming: This would allow for members of the media to download audio and video clips to be used as required.

Publications: Small easy-to-read brochure type publications developed on the objectives and activities of GYEITI and the National Secretariat for distribution.

Fact Sheets: This would carry the GYEITI branding to ensure consistent and recognisable communication that yields attention, trust, and engagement.

Calendar: An attractive and informative calendar produced each year to showcase the GYEITI, its stakeholders, principles, progress and achievements.

Branding: Logos, taglines, fonts, colours, letterheads and stationery, folders, boilerplate texts, signage and banners. Promotional "give-aways"- pencils, pens, notebooks, cups, keyrings, umbrellas, flash drive with selected GYEITI information, etc.

Public Education Strategic Actions

Competitions to engage stakeholders - for example, national quizzes, essays, art and debating competitions that are sponsored.

A short and regular corporate-sponsored radio drama programme on a radio station with the strongest listenership - through which current topical issues will be treated; new policies, programmes and services highlighted/clarified; questions fielded; problems solved in a creative manner; (Merundoi is an example of a local, popular edutainment platform with strong social messaging)

TV Talk show - a regularly and independently hosted show where opinions, short debates, an information series, scientific data, video clips etc. could be aired to popularise the work and the mandate of the GYEITI; School children and University students will also be featured.

An annual **GYEITI Publication** devoted to thematic issues, for example, climate change, environmental pollution, corporate social responsibility, etc. This can be commissioned out to well-known journalists, or column writers who could then be asked to use one of their columns annually to write on a GYEITI theme or topic of current public interest.

Dissemination of the GYEITI Reports: These will be mandatory and produced in a summarised, plain English form for wide public dissemination. The annual GYEITI reports could also be used as the basis for some of the above-mentioned activities - highlighting one or two aspects etc.

Teachers should be targeted as advocates and empowered with information through structured seminars and workshops, so that they can pass on GYEITI related information to their students.

TARGET AUDIENCES

The CSAP is designed to identify different approaches and methods to tailor and package communications products. Information gathered points to some criteria for determining these groups. The criteria include:

- The extent to which the target group is responsible for setting the agenda on key issues at the national, regional and international levels (**critical**).
- The extent to which the target group needs to be encouraged for the future development of the GYEITI (**critical**).
- The extent to which the target group can influence the setting of national and regional agenda (**high**).
- The extent to which the perceptions or behaviour of the target group need to change to allow effective and meaningful work on the key issues (**High**).
- The extent to which the target group has a vested interest in the key issues (**Moderate**).

Criteria for determining the groups relate as well to communication at several levels: *Viz:* national, international and internal.

National communications: Key stakeholders and target audiences such as the GYEITI-MSG, GYEITI Champion, government agencies that are extractive industry regulators (EPA, GGB, Forestry Commission, etc), government industries that have authorities in state revenues (GRA, Ministry of Finance, etc., oil and gas companies, large- and small -scale gold and other minerals miners, fishing and forestry companies and associations, mass media, among others. These groups are informed and effectively engaged in Guyana’s extractive sector governance debates and discussions. Because of their diversity, it is necessary to reach them through appropriate channels of communication. Organising timely and relevant actions and effectively delivering messages will enhance their engagement in the sector and in inter-agency collaboration²⁰.

Internal Communications: (i) Communication among MSG members and between MSG members and their constituents; (ii) Communication between MSG and the GYEITI National Secretariat. This includes all MSG members and key EITI personnel to be sufficiently informed to act as ambassadors of GYEITI.

International Communications: Communication with the Global EITI Secretariat, Oil and Gas and Mining industries worldwide, foreign investors, donors, international and local non-governmental organisations, Guyana’s diplomatic corps in the Diaspora.

Table 1 elaborates on GYEITI’s target audience and treatment of same.

²⁰ [EITI Armenia Communications Strategy and Action Plan](#), (April 2018)

Table 1: TREATMENT OF TARGET AUDIENCE

PRIORITY	LEVEL	AUDIENCE	TREATMENT
Critical	Regional/International	EITI Board and International Secretariat	Advocacy, Interpersonal communication (IPC), Public Relations
		Extractive Industry worldwide, foreign investors, international development partners international non-governmental organisations (NGOs)	Advocacy, Interpersonal communication (IPC), Public Relations
Critical	National	GYEITI MSG, GYEITI Secretariat Staff, GYEITI Champion, government agencies that are extractive industry regulators (EPA, GGB, Forestry Commission, etc) government industries that have authorities in state revenues (GRA, Ministry of Finance, etc. , oil and gas companies, large- and small-scale gold and other minerals miners, fishing and forestry companies and associations	Public Information, Public Education, Advocacy (IPC), Public Relations
High	National	Mass media, Civil Society, Anti-corruption or good governance commissions, University of Guyana Academics and professionals specialized in business, finance, mining, environment, social development, corporate and public-sector governance	Public Information/Advocacy, Public Relations
Moderate	National	Community-based organisations, NGOs, including those with gender and sustainable development foci, technical staff of relevant Ministries,	Public Information/Education, Public Relations
High	Internal	Among MSG Members and between MSG Members and their constituents;	IPC, Advocacy

MESSAGING

Communications is central to work of the GYEITI, given its mandates for accountable governance and transparent management of the extractive sector, for which engaging with diverse groups of stakeholders for public debate and discussion is an EITI requirement. GYEITI's brand identity is very important in this regard.

The GYEITI Media Communications Policy and Protocol, particularly the section devoted to **Implementation Protocol and Oversight**, offers very useful and comprehensive guidance for GYEITI's work in communications. Though not explicitly stated, it underpins the importance of messaging in the GYEITI's communications process. Strategic messaging is necessary for effective communication, and impacts same, whether internally or externally.²¹

It is in this regard that in the roll-out of the strategy, GYEITI must consider strategic messaging and positioning. This is important to help create goodwill for the organisation, including building trust. Similar to its Target Audiences, the GYEITI has a diverse management structure comprising government, industry and civil society. One of the main attributes of strategic messaging is consistency. Effective messaging is always simple and consistent. Messages must be targeted and consistent to achieve communication success and their development must not be treated lightly.

It is acknowledged that basic to effective communications campaign design are the substantive material in messages such as theme line, and arrangement of message elements, (the mechanical factors in message construction, including audio and visual factors, readability and comprehensibility, stylistic presentation features), effective and strategic channels, and quantitative aspects of campaign message dissemination, such as volume, repetition, scheduling, etc. In addition to this there must be evaluation research: preproduction to identify target audience characteristics, message pretesting to determine the effectiveness of messages and summative research to ascertain outcomes (Atkin 6 1996: 12-31). Such research is proposed as one of the activities in this CSAP.

Without the rigour implied in the foregoing considerations of research and testing in message development, the following are some message themes for consideration.

²¹ [Strategic Communication: How to Develop Strategic Messaging and Positioning | by Myk Pono | The Marketing Playbook | Medium](#)

TABLE 2: MESSAGE THEMES

Government:	<ul style="list-style-type: none"> → Open and responsive to emerging trends in the global environment, yet sensitive to the peculiarities of Guyana’s Extractive Sector. → Transparency in the extractive sector is government’s number one priority to tackle corruption → Sustainable use of Guyana’s extractive sector is for the benefit of all Guyanese → Accountable management of Guyana’s extractive sector will benefit all of Guyana → Legislative and policy reforms being implemented to achieve transparency in and accountable management in the Extractive Sector
GYEITI:	Transparency and accountability are critical for effective management of Extractive Sector
	<ul style="list-style-type: none"> → EITI Reports facilitate transparency through sharing of information in public space → Partnerships and public debate are important for understanding of and consensus building in the extractive sector
	<ul style="list-style-type: none"> → The EITI Report is a tool for transparency in the extractive sector → Increased transparency can lead to accountability and ultimately a strong weapon against corruption. → Better governance of the extractive sector will bring about greater environmental and social responsibility
Civil Society:	→ Ownership of extractive sector belongs to all Guyanese and all must benefit
	→ Reform the sector to benefit all Guyanese.
	→ Legislative and policy to enable reforms in the Extractive Sector
	→ Use our natural resources sustainably
Industry	→ There are financial and social benefits from sustainable use of Guyana’s natural resources
	→ Timely EITI reporting enables efficient implementation of EITI requirements

COMMUNICATIONS PROGRAMMES AND ACTIVITIES

Given the five-year timeline of the Strategy, detailed programmes, strategies, activities, tools and techniques organised under the communications pillars (public relations and public information/education/advocacy) are proposed. These encompass activities that have been identified in the Communications Plan hereunder and, as previously indicated, align with the GYEITI Workplan for 2020 to 2022; and its subsequent iterations - so that both the Work Plan development and the Communications Strategy/Plan continue to work in tandem.

THE ROLE OF THE GYEITI SECRETARIAT

The Secretariat takes the lead for mobilising communications resources, activities and messaging across the GYEITI structure. The Communications Officer of the Secretariat provides professional communications guidance. Policy Guidance is provided by the MSG Communications Sub-Committee within the framework of the Guidelines of the GYEITI Communications, Media and Public Relations Policy and Protocol. Specifically, the Secretariat is tasked with:

- Giving initial direction to the internal communications systems and platforms to maintain their relevance and effectiveness. Principal among these are updated databases of stakeholders in the industry and communications focal points in government agencies and ministries and a functioning website with strategic, relevant and current content and hyperlinked to relevant websites and information portals in the sector.
- Creating and heightening awareness of the GYEITI and its Secretariat role, work and achievements through information dissemination and feedback via mass media and social media.
- Consulting and networking with critical stakeholders such as the MSG, industries and the mass media to determine and respond to their needs for information on GYEITI and the extractive industry.
- Evaluating the entire information and communication process.

COMMUNICATIONS PLAN

OVERARCHING GOAL: By 2025, a robust information and communication system in place, evidenced by engaged stakeholders and an aware public, to support and advance the work of the MSG, National Secretariat and key stakeholders towards accountable governance and Guyana's EITI compliance by the identified sectors of the Extractive Sector (Oil and Gas, Quarrying, Gold and Diamond Mining, Forestry and Fisheries)

SPECIFIC OBJECTIVES	INDICATOR	EXPECTED OUTPUT	ACTIVITIES	ACTIVITIES DESCRIPTION	RESPONSIBLE PARTY	TIMEFRAME
<p>To implement an internal information and communication system (Policies, protocols, guidelines and communications platforms, inclu. website/portal) which would:</p> <p>(i)enable the compilation of accurate information that is consistent with the overall requirement of EITI and; (ii) will also function as a portal for reporting agencies and identified stakeholders.</p>	<p>EITI reporting entities (government and companies are enabled to report (using online forms, user friendly templates, etc. financial and other data per requirements of EITI Guyana legislation</p> <p>More timely reporting by government and industry Stakeholders</p> <p>Capacity of stakeholders built for reporting</p>	<p>Approved Online reporting templates</p> <p>Policy, Guidelines, Protocols in place and accessible to targeted audiences</p> <p>Communications stakeholders database in place and updated</p> <p>Stakeholders databases in place</p>	<p>1. Enable EITI reporting entities to report (using online forms) financial and other data as per the requirements of GYEITI and Guyana's legislation</p> <p>Develop and maintain a directory of communication focal points in Government agencies; Civil Society Organisations; Public Media entities; International Organisations</p>	<p>Conceptualise, design & approve online templates for use by reporting agencies (RA). Consult RA in the process & sensitise them to the existence of the final approved product; Engage MSG to discuss and approve templates and mechanisms; Pre-test for website and other functionality and upload for web-based access; training for reporting entities and firms; Independent Administrator providing guidance</p>	<p>National Secretariat (NS)+ MSG</p>	<p>Q1-Q42021</p>

SPECIFIC OBJECTIVES	INDICATOR	EXPECTED OUTPUT	ACTIVITIES	ACTIVITIES DESCRIPTION	RESPONSIBLE PARTY	TIMEFRAME
	according to EITI Standard	Sustained and timely exchange of information in the implementation of the EITI				
			2. Develop website/web portal and implement EITI website online system for reporting	Conceptualise and agree on the Contextual Content Framework and desired features, functions and target audiences for website/web portal (This a very important step in the planning phase); document design specifications (functions and functionality); engage consultant to build and test website; identify and prepare content, including software infrastructure; (for example, taxonomy for search engine optimisation (SEO)); collect, collate package, repackage, edit upload information to populate website review an update website according to website policy (the latter to be developed)	MSG, Comms. sub-group NS Communications; communications personnel from selected agencies to receive feedback	Q2/Q42021
	Timely and complete collection of		3. Train reporting agencies to use website for reporting (uploading	Develop website policy, sensitise reporting agencies, MSG and other relevant		2021 -2025

SPECIFIC OBJECTIVES	INDICATOR	EXPECTED OUTPUT	ACTIVITIES	ACTIVITIES DESCRIPTION	RESPONSIBLE PARTY	TIMEFRAME
	information from reporting entities		information) and for accessing other web-based information	stakeholders to website/web portal features		
		Website with relevant content and robust functionality in place and being used and kept current	4. Launch and maintain website	Launch as a public relations initiative, and as part of Partners'/Stakeholders event to solicit support for information, products to explore strategies to close identified performance gaps; regularly update website to keep it current and as a viable source of EITI and other info including agreements for public consumption as per requirements of EITI	NS, MS,	Q32021-Q42025
Create, promote and maintain a brand for GYEITI	Consistent and recognisable communications that yields attention, trust and engagement The image of GYEITI etched on the minds of its publics	logos, taglines, fonts, colours, letterheads and stationery, boilerplate texts, signage and banners presentation templates, report templates, email signatures, fact sheets	1. Prepare and implement a branding strategy and undertake special media initiative to ensure the GYEITI brand is communicated to the media. Develop the GYETII media messages in keeping with the GYEITI media and public relations policy & protocol	Agree on branding strategy; prepare branding guidelines and engage and encourage stakeholders to adhere. Make, where possible, web-based downloadable products Engage key communications stakeholders (government, industry and civil society) at a workshop to develop messages; Pre-test messages Share GYEITI communications media policy and protocol	NS, MSG, select	Q32021-Q42025

SPECIFIC OBJECTIVES	INDICATOR	EXPECTED OUTPUT	ACTIVITIES	ACTIVITIES DESCRIPTION	RESPONSIBLE PARTY	TIMEFRAME
		GYEITI messaging is consistent				
Promote increased stakeholders' public awareness of and support for GYEITI, building a perception of GYEITI on the values of efficiency, accessibility, transparency, credibility; and securing buy-in for its programmes and policies	Key stakeholders are informed and engaged General public, i is informed about GYEITI	Content Framework	1. Prepare content framework including types of information method/platforms, schedule, where necessary for sharing, including on website and other multi-media platforms	Identify elements for framework, develop and approve; source content, develop, package, repackage, as necessary Identify human and financial resources to do so	NS, MSG	Q3/Q42021/Q12022
	Brochures Physical and downloadable brochures	Small easy to read brochure type publications, developed on the objectives and activities of GYEITI and the National Secretariat An attractive and informative calendar to showcase the	2. Prepare informational materials on the GYEITI: What it is, its focus, its work and achievements to date towards an accountable governance and transparency and disseminate via multimedia platforms	(Print, audio, video, materials prepared and disseminated via website and broadcasting media, print and social media interpersonal communication interventions, such stakeholder and other outreach engagements, and national and meetings Simplified, easy to understand version of GYEITI Report (FY 2018) highlighting		Q3/Q4

SPECIFIC OBJECTIVES	INDICATOR	EXPECTED OUTPUT	ACTIVITIES	ACTIVITIES DESCRIPTION	RESPONSIBLE PARTY	TIMEFRAME
		GYEITI, its Secretariat, stakeholders and customers, their products and services		the main issues of the report posted on the website; Selected excerpts repackaged for social media		
	Greater reach resulting in more informed stakeholders and publics	Simplified versions of Reconciliation Report and the Validation Reports	<p>3. Develop/design user friendly versions of the GYEITI Reconciliation Report and the Validation Report and disseminate</p> <p>4. Disseminate the EITI Report for fiscal years 2017 and 2018</p>	<p>Conceptualise and agree on outline; layout and design in user-friendly style and post on website. Select particular issues and post on Social Media to create awareness and link to report for persons wishing to engage with the deeper content; monitor and evaluate analytics for future planning</p> <p>Layout and design Plain Language Report and append to the full version report; disseminate virtually</p> <p>Pull out sections of the report and share as discrete information</p>	NS. MSG	Q4 2021-Q12022
		Video and audio streaming of important events to allow for				

SPECIFIC OBJECTIVES	INDICATOR	EXPECTED OUTPUT	ACTIVITIES	ACTIVITIES DESCRIPTION	RESPONSIBLE PARTY	TIMEFRAME
		members of the media to download video and audio clips to be used as required				
		Repackaged standards	5. Repackage information global EITI Standard, GYEITI national priorities and disseminate widely via multi-media platforms	Identify and select information to be repackaged for dissemination; identify & agree on platform	NS	
		Campaigns' material and evaluation report	6. Launch a series of short campaigns connecting them, for example, to calendar activities such as UN global and national observances for promotion via mass media.			
	More informed public, communities in the extractive sector aware of their rights and responsibilities		7. Plan, organise and implement a robust public relations campaign for the GYEITI Champion and MSG which includes media as critical target audience and which utilizes multimedia communications interventions, including outreach, for example			

SPECIFIC OBJECTIVES	INDICATOR	EXPECTED OUTPUT	ACTIVITIES	ACTIVITIES DESCRIPTION	RESPONSIBLE PARTY	TIMEFRAME
			stakeholders in the industry, school children, communities in the extractive sector, (if the COVID pandemic allows)			
Build awareness and promote understanding of the Extractive Sector (Oil and Gas, Gold Mining, Forestry and Fisheries)	Interconnectivity to the Extractive Sector Stakeholders and publics	Website Inventory	1. Undertake an inventory of websites directly and indirectly related to the Extractive Sector and implement a system of interlinking		NS, MSG, Agencies in the Extractive Sector	Q3 2021/Q42024
			2. Anticipate emerging trends in the environment; their impact on programmes and policies		MSG	
			3. Build and sustain rapport with environment and targeted publics		GYEITI Champion, MSG, NS	
	Grievance and redress mechanism in place and in use		4. Receive and manage grievances, provide feedback where necessary from constituents and do relevant follow-up with publics and other stakeholders. Identify a	Ready answers and solutions provide FAQs and/or frequently reported grievances on the website; monitor and post responses where appropriate or do follow up with relevant complaints; damage control	NS, MSG	2021-2025

SPECIFIC OBJECTIVES	INDICATOR	EXPECTED OUTPUT	ACTIVITIES	ACTIVITIES DESCRIPTION	RESPONSIBLE PARTY	TIMEFRAME
Sensitise stakeholders and publics to the wider issues in the Extractive Sector through creative packaging of information and disseminate to a wide audience	Topical community issues will be treated; new policies and programmes highlighted/clarified; in a creative manner EITI Reports Informed stakeholders and public	Radio drama series	1. Sponsor a radio drama programme with the strong and wide listenership.	system for sharing with GYEITI MSG and crisis communication when necessary	NS MSG,	
Develop a robust monitoring and evaluation plan to: (i) monitor GYEITI outcome and impact and progress towards meeting GYEITI standards (ii) monitor and evaluate the implementation of the CSAP			Revisit communications strategy			

SPECIFIC OBJECTIVES	INDICATOR	EXPECTED OUTPUT	ACTIVITIES	ACTIVITIES DESCRIPTION	RESPONSIBLE PARTY	TIMEFRAME
	Approved M&E plan being used to plan strategically		Develop M&E Plan and promote awareness of plan			
	M&E reports to plan strategically					
	M&E Media Analysis Plan		Create a Plan for media monitoring and analysis	Media data base current Indicators developed and agreed on; analytics for social media monitoring agreed on		
	Media Monitoring Report used to plan strategically					
	Market surveys		Undertake market surveys to determine audience needs/shifts and environmental trends that are likely to impact communications	Identify specific objectives, agree on instruments		

CALCULATING THE RETURNS ON INVESTMENTS

The implementation of this Strategy is an investment. It requires financial and human resources, which can be costed. It also requires resources to build social capital and this, while more difficult to cost, is nevertheless critical for stakeholders' "buy-in" and, by extension, successful implementation of the Strategy. GYEITI, therefore, must invest in social capital.

In addition to these resources, implementation must anticipate and respond to unexpected challenges and existing ones, for example the COVID 19 pandemic and its negative impact on all sectors. Notwithstanding, the GYEITI must consider its goal and mission to promote open and accountable management in Guyana's extractive sector and the sustainable use of its natural resources. The anticipated return on the investment in implementing this Strategy must be considered. Among them are –

- Key stakeholders, target audiences and Guyanese, in general are informed and effectively engaged in the country's extractive sector governance debate and, in this context, accountable governance.
- GYEITI is trusted and perceived as a legitimate and serious body to reform the sector
- A robust information and communications system which facilitates the ability to report completely and accurately in compliance with EITI requirements.

MONITORING AND EVALUATION

The CSAP proposes that a monitoring and evaluation (M&E) Plan be developed and put in place for the implementation of the Strategy:

- Continuous formative evaluation and impact analyses of the M&E plan will be done to ensure that objectives of each component are being met;
- Output indicators will be developed to measure impact of the implementation plan;
- Questionnaires and other survey instruments will be developed and administered to internal and external publics to gauge impact of the implementation plan;
- Objectives, strategies, tools and channels will be constantly revisited in light of rapid environmental changes.
- Google analytics among other tools will be used to monitor the effectiveness of GYEITI social media presence

APPENDICES

APPENDIX I

GYEITI COMMUNICATIONS, MEDIA & PUBLIC RELATIONS POLICY & PROTOCOL

The following outlines a recommended policy and protocol to guide communications and public relations for engagement with the wider society and the media by the Guyana Extractive Industries Transparency Initiative (GYEITI) inclusive of the Multi Stakeholder Group (MSG) and the Secretariat.²²

A. PRINCIPLES

The GYEITI Communications, Public Relations Policy and Protocol will be guided, generally, by the EITI Principles (2019) and with specific reference to the following:

Principle 1: *We share a belief that the prudent use of natural resource wealth should be an important engine for sustainable economic growth that contributes to sustainable development and poverty reduction, but if not managed properly, can create negative economic and social impacts.*

Principle 2: *We affirm that management of natural resource wealth for the benefit of a country's citizens is in the domain of sovereign governments to be exercised in the interest of their national development.*

Principle 8: *We believe in the principle and practice of accountability by government to all citizens for the stewardship of revenue streams and public expenditure.*

Principle 10: *We believe that a broadly consistent and workable approach to the disclosure of payments and revenues is required, which is simple to undertake and to use.*

As owners of the natural resources of the country, the citizenry of Guyana is entitled to transparent disclosure of the conditions under which the privilege to extract, process and otherwise develop such resources are approved and implemented. Ensuring transparency and accountability concerning financial flows from monetization of Guyana's natural resources is an essential step towards maximizing the

²² Originally drafted in 2018 by the MSG Communications sub-committee and updated in 2020 and in 2021 to reflect the EITI Standard (2019)

long-term benefits of extraction to the Guyanese people. Guyana's extractive industry sector is important and transparency in its operations will help enhance its impact in the achievement of sustainable development in Guyana.

B. OBJECTIVES

The GYEITI is mandated to undertake effective outreach activities with a broad cross-section of society to build transparency and awareness about EITI, its objectives and the progress of its implementation on Guyana as well as to enable information sharing and encourage debate and accountability in an atmosphere of openness, freedom of expression and related guarantees under the Constitution of Guyana.

The Objectives of the GYEITI Policy are intended to be in line with the relevant EITI Requirements.

Specific Objectives:

1. Engagement with diverse stakeholders for information-sharing & public debate

One of the key elements of implementing the EITI Standard is engaging with a diverse group of stakeholders to promote public debate and discussion on extractive sector issues. As a transparency organisation, GYEITI supports the fostering of strong, professional relationships with the media and journalists. GYEITI recognises the significant role media coverage can play in people's understanding, participation and perceptions of the its work.

The MSG must adequately liaise with its respective constituency groups and organizations.

1.1 Public Debate

"The multi-stakeholder group must ensure that government and company disclosures are comprehensible, actively promoted, publicly accessible and contributes to public debate. Key audiences should include government, parliamentarians, civil society, companies and the media. (Requirement 2.1)

The multi-stakeholder group is therefore required to ensure that the information is widely accessible and distributed.

- Ensure that the information is comprehensible, including by ensuring that it is written in a clear, accessible style and in appropriate languages and consider access challenges and information needs of different genders and subgroups of citizens
- Ensure that outreach events, whether organized by government, civil society or companies, are undertaken to spread awareness of and facilitate dialogue about governance of extractive resources, building on GYEITI disclosures across the country in a socially inclusive manner.
- MSG is encouraged to undertake capacity-building efforts, especially with civil society and through civil society organizations, to improve understanding of the information and data from the reports and online disclosures and encourage use of the information by citizens, the media and others.

2. The right to public and transparent access of accurate information

GYEITI recognises that the public has a right to accurate information about the work of the GYEITI. It must make the most of information-sharing, media coverage and public relations activities in order to promote transparency, accuracy, credibility and understanding of the information it generates.

3. Importance of good publicity and responsible, effective management of information

The Secretariat and the MSG must ensure that all staff and members understand the importance of good publicity and positive interaction with the media and that its communications must be managed effectively and responsibly.

4. Open Data Policy & Disclosure

The GYEITI Communications, Public Relations and Media policy will encompass the EITI Open Data Policy. This builds on lessons emerging from national level implementation and emerging international best practice and encourages systematic disclosure.

In keeping with EITI Principle 4 and Requirement 7 - Open Data and Systematic Disclosures to the public are to be “comprehensible, actively promoted, publicly accessible, and contribute to public debate” GYEITI therefore commits to improving the accessibility, reliability, relevance, timeliness and comparability of EITI data as essential to realizing these objectives.

- **Environment & Gender:** The multi-stakeholder group is required to promote and document how it has taken environmental considerations, gender and inclusiveness into account in its communications and outreach activities, debates and reporting. The EITI states the following:
- **Environment:** *The environmental impact of the extractive industries is a focal point of public debate. The 2019 EITI Standard has reiterated that the EITI should cover material environmental payments by companies to governments, and encourage disclosures of contextual information related to environmental monitoring. Environmental Impacts by Extractive Industries, Compliance with Environmental laws, Restoration of degraded environments, Payments. etc.*
- **Gender:** *The 2019 Standard requires MSGs to consider gender balance in their representation and disclose employment data by company, gender and occupational level. It also addresses gender considerations in the dissemination of EITI data, and encourages MSGs to document how they have taken gender considerations and inclusiveness into account.*

C. IMPLEMENTATION PROTOCOL & OVERSIGHT

- **Communications Working Group** - A Communications Working Group will be established comprising representatives of all three sectors of the MSG. The purpose of the Communications Working Group is to provide oversight for outreach, awareness & public engagement activities undertaken by the GYEITI. The MSG shall empower the working group to circulate recommendations for expedited decisions related to public engagement.
- **Spokesperson for GYEITI** - It is recommended that the three (3) co-chairs serve as the designated spokespersons for GYEITI and that they liaise closely with the Communications Officer of the Secretariat. Together with the Communications Officer, the MSG spokespersons will share the responsibility for interviews, general media questions, enquiries on controversial issues, oversight of press releases etc. The spokesperson(s) can freely request information from the Secretariat and MSG members to provide accurate and concise responses for public engagements. The MSG may also appoint or designate any of its members or secretariat staff to act as a spokesperson for the GYEITI, when needed, on specific topics or occasions. (Please note that the TOR for the MSG will also guide these requirements.)

- **Planned proactive media management** - The MSG Communications Sub-Committee in collaboration with the Communications Officer of the Secretariat, will give advice on how best to attract positive media coverage for the latest accurate news, events and projects. Press Releases promoting GYEITI, its work and its annual Report should be issued through the Secretariat in consultation with the Communications Team and the Co-Chairs. If the subject is complex or controversial the three (3) co-chairs may decide on a suitable response.
- **Outsourcing Communication Services** - Any services contracted for the purpose of outreach, awareness or public engagement should be under the guidance of the Communications Working Group and GYEITI Secretariat and approved by the MSG. Services contracted must be conducted in alignment with the guidance of this GYEITI Communications Policy document.
- **Responding to media questions** - The GYEITI Secretariat and MSG members should request that questions relating to the work and functions of GYEITI, be sent via email or writing; to ensure the media does not misrepresent verbal responses to their questions.
- **Responding to public and media at live public meetings and press conferences** - At live public & media events - the Communications Officer and any designated GYEITI/MSG spokespersons will respond on the spot to questions and may call upon other MSG members or Secretariat Staff to respond with the required information. For live Press Conferences and Public Events - the designated spokespersons will be pre-approved by GYEITI/MSG.
- **Enquiries on controversial issues** - The GYEITI Secretariat and the MSG should not be reactive to controversial and sensationalized issues in the media but rather use the opportunity to communicate the principles of EITI, goals and work of GYEITI. If there must be a response it should be in the form of a written press statement from the designated GYEITI/MSG spokesperson/s
- **Monitoring media coverage** - Media coverage should be continuously monitored by the GYEITI Secretariat and documented for internal records. The GYEITI Spokesperson/s will respond to any inaccurate or negative media coverage about GYEITI, except where responding would exacerbate the situation.
- **Working in partnership** - The communications sub-committee may collaborate with other agencies on public outreaches to promote the work of GYEITI. The Communications Team should liaise with the counterparts of those agencies to ensure balance and accuracy of the information being disseminated.
- **Reference Confidentiality Agreement** - Where relevant, caution with communications must be exercised in accordance with the Confidentiality Agreement.

- **Images and News Reports** - All material posted by GYEITI should be appropriate and non-racist, non-sexist and non-partisan; and must not reflect dominance of any of stakeholder sector comprising the MSG. If the issue is one specifically concerning extractive industries, or government or civil society - then it would follow that the relevant stakeholder sector of the MSG would naturally have a say.
- **GYEITI Website Administration and Management** - It is understood that the Website is currently under construction. It is recommended that the Communications Officer be appointed as the Website Administrator assisted by an agreed member of the MSG Communications Sub-Committee. The Website will be required to post the EITI Standard, the GYEITI annual Reports, a simplified and summarised version of the Report commencing with Report for FY 2018; official GYEITI statements and press releases and a variety of data and information, opinions etc. from the general public that will contribute to robust and inclusive debate on extractive industries.

D. COMPLIANCE

All material made public by GYEITI (publications, press releases, reports, images) must be consistent with the GYEITI Communications policy and protocol and in accordance with EITI principles.

All GYEITI employees and MSG members are expected to adhere to this policy so as to ensure there is consistency in engaging with the media and so as to minimise the possibility ensure accurate information is communicated and errors are minimised.

APPENDIX II

OVERVIEW AND SITUATIONAL ANALYSIS

→ Brief Overview of Guyana (Geography, population, socio-economic context):

The country is divided into 10 administrative regions, located on the coast and hinterland. The hinterland region is two-thirds of the country.

Guyana's population is approximately 746,955 people²³. According to the 2012 Housing Census, youths (<35 years) represent almost 69% of the population, with females making up approximately 51%²⁴ of the total population.²⁵ The population is multi-ethnic and comprises East Indians, Africans, self-identified "Mixed Race" and Indigenous Peoples or Amerindians, as they are identified both collectively and in legislation. The Chinese, Portuguese and Europeans constitute minorities.

The Amerindians are grouped into nine Indigenous Nations, based on language. The Warao, the Arawak and the Carib (Karinya) live on the coast (mainly in Regions 1 and 2). The Wapichan, the Arekuna, the Makushi, the Wai, the Patamona and the Akawaio live in villages scattered throughout the interior (mainly Regions 7, 8 and 9).²⁶

Guyana's population density is 4 per Km² (10 people per m²). The total land area is 196,850 Km² (76,004 sq. miles), 26.9 % of the population is urban (211,821 people in **2020**)²⁷; 26.9% of population lives in urban centres, while 73.1% lives in rural areas²⁸.

²³ Guyana 2012 Census conducted by the Bureau of Statistics. However, UN estimates as at July 2021 places this figure at 790,326 with a median age of 26.2 years Guyana Population 2021 (Demographics, Maps, Graphs) (worldpopulationreview.com)

²⁴ World Bank figures for 2019, placed this figure at 49.7 Population, female (% of total population) - Guyana | Data (worldbank.org)

²⁵ Source: World Bank, United Nations (World Population Prospects,) places this figure at 49.7 % in 2020. Female Population (As % of Total Population) in Guyana | Helgi Library.

²⁶ Guyana - IWGIA - International Work Group for Indigenous Affairs

²⁷ Guyana Population (2021) - Worldometer

²⁸ Digital in Guyana: All the Statistics You Need in 2021 — Data Reportal — Global Digital Insights

Ninety per cent population lives on the coastal strip, ²⁹while 10% live in remote areas in the hinterland. The population in the hinterland are predominantly Amerindians

According to The United Nations Development Report, Guyana's Human Development Index (HDI) for 2019 stood at 0.682. The following indicators provide further elaboration

→ **Human Development Indicators³⁰**

Health: Life Expectancy at birth (years) 69.9c

Education: Expected years of schooling (years) 11.4

Income/Composition of Resources: Gross national income (GNI) per capita (constant 2017 PPP\$) 9,455

Inequality: Inequality-adjusted (HDI) (HDI) 0.556

Gender: Gender Development Index (GDI) 0.961

Poverty: Population in multidimensional poverty, headcount (%) 3.4

Work, employment and vulnerability: Employment to population ratio (%ages 15 and older) 49.5

Human Security: Homicide rate (100,000 People) 14.2

Trade and Financial Flows: Exports and imports (%of GDP) 79.1

Mobility and Communication: Internet users, total (% of population) 37.3

Environmental sustainability: Carbon dioxide and production emissions per capita (tonnes) 3-1

Demography: Total population (millions) (Data refers to 2030), 0.8

Socio-economic sustainability: Skilled labour force (% of labour force) 41.3

²⁹Guyana Population 2021 (Demographics, Maps, Graphs <https://worldpopulationreview.com/countries/guyana-population>)

³⁰ 2020 | [Human Development Reports \(undp.org\)](https://www.undp.org/)

- **The Extractive Sector (Composition, socio-economic and other issues).** The landscape: geography, actors and stakeholders, industries, among others is diverse, comprising major entities in Oil and Gas, Gold Mining Forestry, Fisheries; Government (as both industry and regulator) and Civil Society. In this last context, **Civil Society** is two-fold. On the one hand, it constitutes the National Multi-Stakeholder Group (MSG), specifically set up for EITI governance and management. On the other, a number of Civil Society organisations with various areas of foci some of which have direct relevance to the sector.

The Extractive Sector plays a role in Guyana's development. In 2018, there were 241,619 persons employed in Guyana, of whom 44,063 were employed in the forestry, fisheries, mining, oil and gas sectors, representing 18.2% of total employment in the FY 2018.³¹

- **Some Industry-specific Issues**

FORESTRY³²

Of the 214,970 km² of land area, almost 75% is covered with natural vegetation³³ and approximately four fifths classified as State Forests under, the jurisdiction of the Guyana Forestry Commission (GFC).

The sector contributed 2.27 percent to GDP in 2016, with total forest products exports valued at \$41.9 million. Approximately 20,000 people, mainly in the rural and hinterland areas, are employed in the sector.³⁴ Efforts to address forest governance issues in Guyana have traditionally focused on the Guyana Forestry Commission (GFC) and its regulatory performance, with less emphasis on the wider enabling environment, such as taxation and the role of the private sector.³⁵

³¹ Guyana Labour Force Survey covering the year 2018

³² Revised National Forest Policy Statement 2018 [Guyana-National-Forest-Policy-Statement-2018.pdf \(forestry.gov.gy\)](#)

³³ [Guyana Forestry Commission | Ensuring Sustainable Forestry forestry.gov.gy/](#)

³⁴ [news.mongabay.com/2019/08/the-forest-is-our-life-hope-for-change-in-guyanas-](#)

³⁵[https://www.bing.com/search?q=Efforts+to+address+forest+governance+issues+in+Guyana+have+traditionally+focused+on+the+Guyana+Forestry+Commission+\(GFC\)+and+its+regulatory+performance%2C+with+less+emphasis+on+the+wider+enabling+environment%2C+such+as+taxation+and+the+role+of+the+private+sector.&cvid=556063c2c74c4bd39e04eaf643daad25&aqs=edge..69j57.833j0j1&pglt=169&FORM=ANNTA1&PC=HCTS](https://www.bing.com/search?q=Efforts+to+address+forest+governance+issues+in+Guyana+have+traditionally+focused+on+the+Guyana+Forestry+Commission+(GFC)+and+its+regulatory+performance%2C+with+less+emphasis+on+the+wider+enabling+environment%2C+such+as+taxation+and+the+role+of+the+private+sector.&cvid=556063c2c74c4bd39e04eaf643daad25&aqs=edge..69j57.833j0j1&pglt=169&FORM=ANNTA1&PC=HCTS)

Issues before the sector include the need for a business-friendly taxation regime that supports sustainable forest-based industries/businesses. A supportive tax regime, in combination with the development of sector-wide standards, is needed for the development of performance-based incentive measures. Fiscal incentives, and increased emphasis on self-regulation and sectoral growth, have been identified as measures to move the forests towards economic and ecological sustainability. National tax reform is required³⁶.

FISHERY

The fishing industry. It contributes to food security, export earnings and employment. In 2012, it contributed an estimated 1.9% the total GDP.³⁷ In 2017, exports of fish and fishery products were valued at USD 111.2 million (with a significant share of crustaceans), while imports were worth USD 2.9 million. Fish is a major source of animal protein in Guyana.

The fishing industry, made up of three components: *Marine Fishery, Aquaculture and Inland Fishery*, employs some 8 400 people in harvesting and 5 000 in processing and marketing. A high proportion of workers in processing, distribution and retail are women, and they are active in harvesting as well.³⁸

Fisheries play an important role in local rural development. However, the declining resources will not allow further massive development actions.³⁹

Among the pressing issues in the sector are environmentally destructive practices associated with the expansion of mining and forestry operations, and the development of potential inland fisheries and aquaculture. Pollution from mining activities and the use of chemicals and pesticides threaten these resources.

³⁶ Ibid

³⁷ FAO Fisheries & Aquaculture - Fishery and Aquaculture Country Profiles - The Co-operative Republic of Guyana

³⁸ FAO Fisheries & Aquaculture - Fishery and Aquaculture Country Profiles - The Co-operative Republic of Guyana

³⁹ Guyana's aquaculture sector is being targeted for massive development in both the long term and short term. This year, \$293 million was allocated for the development of the Fisheries and Aquaculture sector.

In 2018, Guyana's problem with the United States, its main market for fishery, related to catfish quality inspection. This led to a decline in exports of this species to the US market. Export earnings have been increasing slowly over the years.

To date, the fisheries policy and regulations of Guyana have been guided by the provisions of the Fisheries Act of 1957, the Fisheries Regulations of 1959, the Fisheries (Pin Seine) Regulations of 1962, the Fisheries (Aquatic Wild Life Control) Regulation of 1966, and the Maritime Boundaries Act of 1977. Neither the Fisheries Act nor the Fisheries Regulations have been updated since they were first passed by Parliament in the late 1950s. They contain no provision for dealing with declining fish stocks, management of aquaculture fisheries, new fishing technologies, etc.

The country is member of the Caribbean Regional Fisheries Mechanism (CRFM), the International Commission for the Conservation of Atlantic Tunas (ICCAT), the Latin American Organization for Fisheries development (OLDEPESCA), and the Western Central Atlantic Fishery Commission (WECAFC) and the UN Food and Agriculture Organisation (FAO).

MINING AND MINERALS

Large- scale gold mining is the leading sub-sector in the mining and quarrying sector⁴⁰. In 2020, discoveries of lithium, manganese, and coltan have led companies to consider investing in mining operations.

According to the World Bank, mining is playing a crucial role in raising income levels and driving economic growth in Guyana. Mining's (contribution to GDP in 2015 was 15.4%; its share of exports in 2016 was 52 %; and its contributions to employment (direct and indirect) was 14% combines of the total labour force.⁴¹

Mining has well-established operating rules and a safe operating environment that offers investors flexibility in establishing the infrastructure and operations necessary for them to be successful.⁴² There are conflicts, however, that routinely arise between the

⁴⁰ In addition to its well-known deposits of gold, bauxite, and diamonds, other mineral heritage includes deposits of semi-precious stones, kaolin, silica sand, soapstone, kyanite, feldspar, mica, ilmenite, laterite, manganese radioactive minerals, copper, molybdenum, tungsten, iron, and nickel, among others. [Guyana - Mining and Minerals Sector \(trade.gov\)](#)

⁴¹ [Guyana - Mining and Minerals | Privacy Shield](#)

⁴² [Guyana - Mining and Minerals | Privacy Shield](#)

extractives sector, indigenous communities, agriculture, farming and forestry, infrastructure development, housing and other recreational and passive land uses.⁴³

The mining industry is principally governed by Mining Act No. 20 of 1989, enacted in 1991. The implementation of the Mining Act is supported by Mining Regulations (1979) which outline provisions related to the prospecting for, and mining of metals, minerals and precious stones, and the regulation of their transport. The Guyana Geology and Mines Commission (GGMC) is responsible for the development and implementation of all regulations related to mining in Guyana. The Mining Act has been amended several times since its enactment, with the most recent one occurring in 2005. The 2005 amendment incorporated several new points of compliance including regulations related to the environment.⁴⁴

Among the pressing issues before the industry is the need to control the quality of mining of mining effluent.⁴⁵ The Guyana mining sector is joining with mining industries in other countries in the shift towards more sustainable practices, in order to address public concerns and increasingly stringent regulation. Efficient management of mine effluents is a major focus.

increasingly stringent regulations. Efficient management of mine effluents is a major focus.

There is also, particularly in small-scale mining, those issues which pertain to the effectiveness of policy, such as equality in land rights, representation in decision making processes and an overall environment that is conducive to participation.

⁴³ EPA EIA Guidelines 2020

⁴⁴ Of note, there have been recent rulings in the High Court concerning the authority of the State in exercising its policies and decisions through the GGMC in relation to mining leases issued on areas of overlapping Amerindian Village titles and interests.

⁴⁵ the only pollution-control measure practiced by the small and medium scale gold and diamond mining industry is to reduce particulate matter in water discharged into surface watercourses. This is achieved by relying solely on settling/tailings ponds, by using a combination of storage areas and settling/tailings ponds, or by discharging effluent into large areas of gravel or previous tailings, water recycling and to a lesser extent the use of chemicals to promote settling of solids (GGMC, Code of Practice, 2010).

OIL AND GAS (O&G)

The possibility of Guyana becoming a major oil producer began in 2015, since then 18 massive Oil & Gas (O&G) discoveries have established the country's potential. Guyana has become one of the pivots of O&G activities, attracting a multitude of stakeholders. It is expected to produce 750,000 barrels per day by 2025.⁴⁶

Relevant authorities such as the EPA have an ongoing focus on providing direction and guidance. Implementation of Guyana's legislative framework related to O&G on this industry has been the focus of relevant entities such as the EPA.

The Petroleum (Exploration and Production) Act, Cap. 65:10 (1998) and the associated Regulations made thereunder, are key instruments for the regulation of petroleum activities in Guyana. The Petroleum (Exploration and Production) Act, Cap. 65:10 covers key aspects of petroleum and natural gas exploitation, production and development including the set up and functions of the key regulatory/advisory bodies, permits and licensing.⁴⁷

The Petroleum Agreements (Production Sharing Agreements) between the Government and the petroleum companies also deal with matters related to environmental management.

The Maritime Administration Department (MARAD), under the Ministry of Public Works, is responsible for addressing issues of maritime safety and pollution prevention in relation to Guyana being a signatory to the International Convention for the Prevention of Pollution from Ships (MARPOL), while the Civil Defence Commission (CDC), under the Office of the President, has responsibility related to oil spill response and is responsible for ensuring operators have emergency response plans in place for such spills.⁴⁸

⁴⁶ EPA/EIA Guidelines 2020

⁴⁷ Ibid

⁴⁸ Ibid

GENDER ISSUES

Statistics for 2020 indicate that 49.7% of the population were women⁴⁹. In the mining industry, in addition to concerns about governance and natural resources management, there are also concerns about gender inequality and gender imbalance.⁵⁰ The imbalance is especially marked in the ownership of concessions or permits to mine as well as the gold mining phase of the value chain. Women also continue to face barriers to accessing credit and financial services.

Other matters of concern relate to small scale gold mining and the numerous environmental implications. The release of mercury into the environment has health implications for hinterland populations that utilise the waterways and the riverine fish and other wildlife.⁵¹

The clearing of forests to access the ore results in the loss of forest cover and its associated biodiversity. This loss of biodiversity often includes exotic flora and fauna species, resulting in a loss of environmental services and natural resources. This especially affects indigenous communities and can impact women more directly than men as the former are often responsible for sourcing fire wood, drinking water, and other essentials that depend on access to healthy ecosystems.⁵²

Mining also impacts men and women socially. Indigenous men are often drawn to work in mining camps due to lack of adequate livelihood opportunities in their communities. Often when men leave their partners behind, the latter end up responsible for managing the household including the family farms. When women cannot manage, the farms are abandoned, the family's nutritional status often weakens and women have the added burden of finding alternative sources of income for the family.⁵³

⁴⁹ Female Population (As % of Total Population) in Guyana | Helgi Library

⁵⁰, ⁵⁰ Women's participation in gold mining is below 10 % ;there are no laws barring women's participation in the society and in the gold value chain, but systemic sociocultural barriers exist (NDS 2001). (Gender Mainstreaming Plan, CI-GEF 201

⁵¹Ibid

⁵² Ibid

⁵² Study by Conservation International. Specific reference to be added

The following legislative and policy documents are reflective of Guyana's efforts to create an enabling environment:

- The Equal Rights Act (1990)
- The Married Persons Property Act (1995)
- The Medical Termination of Pregnancy Act (1995)
- The Domestic Violence Act (1996)
- The Prevention of Discrimination Act (1997)
- The UN Convention to Eliminate All Forms of Violence Against Women (CEDAW) was enshrined in the Guyana Constitution under Article 154 A (2003)
- The Combatting Trafficking on Persons Act (2005)
- The Marriage Amendment Act (2006)
- The Constitutional Rights Commissions - including the Women & Gender Equality Commission - were established under the Constitution at section 212 G (2009)
- The Child Care and Development Services Act (2011)
- The Common Law Union Act (amendment) of 2012
- The Sexual Offences Act (2010) (amendment) (2013)
- The National Gender and Social Inclusion Policy⁵⁴ which was developed for implementation by the Ministry of Social Protection.

⁵⁴ National Gender and Social Inclusion Policy to be implemented this year- Minister Ally – Department of Public Information (dpi.gov.gy)

- A Sexual Harassment Bill is currently being drafted by the Women and Gender Equality Commission using the Barbados & Jamaica laws for this as guidance.

SUSTAINABLE USE OF NATURAL RESOURCES

Close to 80 per cent of Guyana's population live in low-lying coastal regions, sea-level rise linked to global warming is dramatically increasing the likelihood that homes, businesses, hospitals, and schools will flood.⁵⁵

Reconciling economic and social development with conserving the environment has been a significant challenge for Guyana. The prescriptions for environmental monitoring and control of all social and economic endeavours to sustainably use resources continues to evolve⁵⁶

According to Requirement 6.4 of EITI Standard 2019, “Environmental impact of extractive activities Implementing countries are encouraged to disclose information on the management and monitoring of the environmental impact of the extractive industries. This could include: a) An overview of relevant legal provisions and administrative rules as well as actual practice related to environmental management and monitoring of extractive investments in the country. This could include information on environmental impact assessments, certification schemes, licences and rights granted to oil, gas and mining companies, as well as information on the roles and responsibilities of relevant government agencies in implementing the rules and regulations. It could further include information on any reforms that are planned or underway. b) Information on regular environmental monitoring procedures, administrative and sanctioning processes of governments, as well as environmental liabilities, environmental rehabilitation and remediation programmes”

The government’s continuing attempt to create an enabling environment for industries and its people are reflected in the legislative and policy framework referenced throughout this Situational Analysis. It would seem that enforcement and implementation remain challenges.

⁵⁵ Flooding of the Coastal Region, Guyana | Global Warming ...

www.climatehotmap.org/global-warming-locations/guyan...

⁵⁶ [National Development Strategy - Guyana \(ndsguyana.org\)](http://ndsguyana.org) (Undated)

MEDIA AND TELECOMMUNICATIONS

The following is a snapshot of the landscape:

- The National Communications Network is the largest television and radio network broadcasting system. Its reach extends to the 10 Administrative Regions There are also 11 television stations and 3 radio services⁵.
- There are four major daily newspapers: The Guyana Chronicle, The Stabroek News, Kaieteur News and The Guyana Times. There is also the Village Voice News, which is published weekly. All newspapers have online versions.
- The number of internet users in Guyana increased by 1,442 (+0.5%) between 2020 and 2021.
- Internet penetration in Guyana stood at 37.3% in January 2021.
- The number of social media users in Guyana was equivalent to 63.4% of the total population in January 2021
- Mobile Connections in Guyana: Approximately 83.6 % of the population enjoy mobile connectivity as at January 2021

MINISTRY OF PUBLIC TELECOMMUNICATIONS

The Ministry of Public Telecommunications⁵ (MoPT) is mandated to “...develop an enabling environment for the increased use of Information, Communication and Technology (ICT) across all sectors within Guyana⁶. The objective is to create a digital Government that will enable government transparency and provide opportunities for the GYETI to achieve its objective of systematic disclosure and e-Government. The Ministry is currently engaged in a series of projects aimed at creating e-government access to the public and IT knowledge hubs. The Telecommunications Act and Public Utilities Act to liberalise the sector was passed by the country’s National Assembly back in 2016. In October 2020 Commencement Orders which enforce the Acts were signed

⁵<https://www.stabroeknews.com/2010/10/28/guyana-review/state-sponsored-land-settlement-schemes-have-been-central-to-the-post-immigration-demographic-transition-of-coastland-guyana-review-reprints-this-report—first-published-in-the-book-building/>

⁶ <https://mopt.gov.gy/mandate/>

⁷ Ibid

EXTRACTIVE INDUSTRY TRANSPARENCY INITIATIVE (EITI): A SNAPSHOT⁵⁷

The EITI is an international standard covering the wider governance of extractive resources. It encompasses beneficial ownership, disclosure, contract transparency, the integration of the EITI into government systems and transparency in commodity trading.⁵⁸ It is implemented by 52 countries.

Central to GYEITI governance at the national and international levels, is a Multi-Stakeholder Group (MSG) comprising: government representatives, civil society representatives, and extractive or industry representatives. The EITI Board is the main governing body. It consists of 20 members representing implementing countries, supporting countries, civil society. EITI also has a secretariat and has a series of working committees.

Civil Society's important role: Of immediate relevance to this Strategy is the role of the MSG. According to the "EITI Standard 2016 of the MSG is to undertake effective outreach activities with civil society groups and companies. Such outreach includes communication through media, website and letters, informing stakeholders of the government's commitment to implement the EITI, and the central role of companies and civil society. The Multi-Stakeholder Group should also widely disseminate public information that results from the EITI process such as the EITI Report.¹

Communication is essential to EITI compliance, particularly the validation process. Requirement 7.1 of the EITI Standard necessitates that a country's EITI process includes public debate and offer data accessibility to the public (Requirement 7.2). In its Open Data Policy section, public engagement is seen as critical to implementation of the annual reports' recommendations and follow-up actions (7.3 and 7.4). Such engagement with the public and media contributes to MSG's meeting EITI's requirements, act upon lessons learned; identify, investigate and address the causes of any discrepancies; and consider and implement recommendations resulting from EITI reporting. 2.1⁵⁹

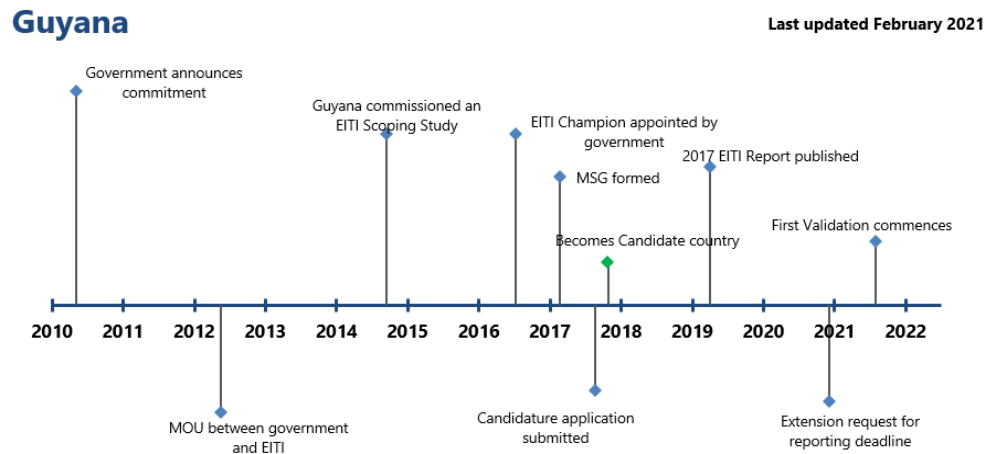
⁵⁷ [History of the EITI | Extractive Industries Transparency Initiative](#)

⁵⁸ [History of the EITI | Extractive Industries Transparency Initiative](#)

⁵⁹ EITI Armenia Communications Strategy and Action Plan https://www.eiti.am/file_manager/EITI Documents.

EITI IN GUYANA

Guyana became a candidate country in 2017 when the Board approved its application. The Timeline⁶⁰ below give a graphic indication of the journey to date. The details of this journey are captured in the diagram below.



Its Multi-Stakeholder Group (MSG) comprising representatives from government representatives, civil-society representatives, and extractive or industry representatives was established in 2017. “The MSG approves the work plan for the Secretariat, approves the annual EITI Report, assures that EITI contributes to the public debate and supports the GYEITI National Secretariat”⁶¹

⁶⁰ See <https://gyeiti.org/overview/>

⁶¹<https://gyeiti.org/multi-stakeholder-group-2>

MSG has developed a work plan, outlining the range of issues that should be addressed by Guyana. The work plan adopted by Guyana's MSG addresses the following issues:

- Financial transparency of the sector,
- Disclosure of beneficial owners of the mining companies,
- Forming a culture of social and environmental responsibility in the mining sector,
- Development of institutional capacities, and
- Increasing public awareness and understanding of EITI. All means by which these issues are addressed should be done with full engagement of the MSG members, as well as be accessible to the general public ⁶².

THE NATIONAL PRIORITIES OF THE GYEITI⁶³

According to the EITI Standard the Work Plan must “set EITI Implementation objectives that are linked to the EITI Principles and reflect national priorities for the extractive industries” (Requirement 1.5.a). 1)

1. Create an enabling environment within the extractive industry in Guyana by advocating, promoting, embracing and upholding the following

- Creation and maintenance of a level playing field;
- Observance of the Rule of Law and promote legislative change to remove restrictions on disclosure of information;

⁶² To verify

⁶³ GYEITI Inaugural Annual Progress Report 2017

- Respect the rule of law and the validity of Contracts;
- Equity and Fairness;
- Efficient management;
- Build Trust and Consensus among all stakeholders;
- Accountability;
- Competitiveness;
- Reduction of the cost of doing business by rationalizing government red tapes and bureaucracy;
- Influence improvement in government policies and strategies;
- Promote research and analysis;
- Preventing corruption;
- Prevention and/or resolution of conflict based around the extractive sector;
- Institutionalize and integrate EITI into existing oversight mechanisms and regulations of the industry;
- Understanding of rules and financial relationships between government and state-owned enterprises within or related to the extractive industry.

2. Develop and enhance relationship with the citizenry of Guyana, as owners of the resources, with the Extractive Industry through the following

- Transparency and good governance;

- Adherence to user friendliness in understanding the fundamentals of corporate transparency within the norms of universal business practices;
- Promoting the best practices of responsible citizenship;
- Conduct workshops, debates, discussions and public events for sharing of data and contextual information in EITI reports to foster public scrutiny and greater accountability;
- Capacity building for citizenry through a variety of means, including local, regional and national media;
- General review of EITI Principles, Standard and Reports

3. Establish and maintain a comprehensive system to ensure perpetual sustainable corporate social responsibility by focusing on, and consistently build capacity in, the following areas:

- Sustainable use of Natural Resources and understanding the policies on promoting ‘Green Economy’, ‘Water Conservation’ and ‘Indigenous Peoples Entitlements’;
- Internalize issues such as Climate change and environmental protection within the operation of the Extractive Industry
- Establishment of mechanisms to ensure intergenerational equity especially in relation to the costs and benefits of the industry;
- Poverty Reduction, Workers Safety and protection of endangered species;
- Constraints, advantages and the mechanics of social contracts;
- Participation in organized public consultations aimed at improving extractive industry governance;
- Role of citizens, government and companies within the framework of corporate social responsibility
- Return fair benefits to communities where natural resources are exploited.

- Provide accurate Reporting of revenue and payments from Natural Resource extraction and beneficial ownership of privileges within the industry supported by sound data collection and management.
- Capture all revenues generated directly and indirectly from the exploitation of natural resources (renewable and non-renewable)
- Ensure regular monitoring of payments between the point of collection and the recording of payments
- Capture data from companies and individuals with the access privileges to the greatest proportion of Guyana's natural resources
- Report contextual information on the socioeconomic, environmental and human rights, including gender, conditions associated with the exploitation of natural resources
- Improve data quality and Reliability
- Ensure timeliness of data;
- Develop relationships with businesses in the extractive industry and government revenue collecting agencies to ensure the delivery of timely and accurate data;
- Review and improve the data collection systems as necessary'
- Capture and report data on the beneficial owners of licenses within the extractive industry

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