

ANNEXURE A

BRICS 2018 PROJECT PLAN



Background

- ◆ BRICS is an acronym for the grouping of the world's leading emerging economies, namely Brazil, Russia, India, China and South Africa.
- ◆ The Chairship of the Forum rotates annually amongst the members, in accordance with the acronym B-R-I-C-S. SA will assume Chairship of the BRICS Forum from 1 January to 31 December 2018.
- ◆ President JG Zuma will host the tenth (10th) BRICS Summit, tentatively scheduled to take place at the Sandton International Convention Centre (ICC) in Johannesburg, South Africa, in July/August 2018
- ◆ BRICS Leaders' Summit is convened annually with discussions from spheres of political and economic coordination, in which member countries have identified several business opportunities, economic complementarities and areas of cooperation.
- ◆ BRICS cooperation in the past decade has expanded to include an annual programme of over 100 sectoral meetings.
- ◆ The 2018 Summit represents a decade of BRICS cooperation at the highest diplomatic level.



Communication objectives

To position South Africa's participation and role in global institutions such as BRICS – and the responsibility of every citizen to project a positive image of the country.

To profile South Africa's Presidency of BRICS – the priorities, key projects and plans, progress and outcomes

To promote South Africa's membership of BRICS and communicate the country's commitment to the development agenda

To communicate the significance of South Africa's membership of BRICS in an effort to create a better life for all South Africans, SADC, the continent and BRICS Countries

To communicate opportunities for investment, as well as for people to start businesses in sectors that attract investment through partnerships such as BRICS.

Content framework

Messages are outlined in the following areas:

- BRICS (general)
- National interest (SA – National Development Plan and domestic priorities)
- Southern Africa (SADC) and Africa (African Union – Agenda 2063)
- Global (United Nations (UNSC), G20 etc)

**Key
messages
attached**

Messaging to be considered:

- Madiba Centenary
- Fourth Industrial Revolution (industrial development)
- Women and gender mainstreaming (SA to propose a dedicated track as an outcome – so very subtle)
- Science, technology and innovation (chairship legacy project – Virtual Centre of Excellence in Vaccine Research)
- Civil Society interaction (original SA proposal in 2013 not agreed on) – formalize as Track 3.
- Outreach (SA initiative in 2013 – deepen what we started; tangible deliverable – NDB ARC). Proposal to invite African counterparts in various meetings i.e Business Council, interface with SADC and Africa. Absorb into all workstreams.



Content framework

- Ratings agency (SA president brainchild. Need for a rating agency coming from the South. Suggestions from Goa Summit)
- Areas of cooperation:
 - ✓ Security and counter terrorism
 - ✓ Peacekeeping
 - ✓ Cyber security
 - ✓ Finance and Central Banks
 - ✓ Energy (energy saving and efficiency)
 - ✓ Agriculture and Agrarian Development
 - ✓ Environment
 - ✓ Space cooperation
 - ✓ Education
 - ✓ Customs Cooperation
 - ✓ Export credit agencies
 - ✓ Culture
 - ✓ Health and traditional medicine
 - ✓ Drug regulatory collaboration
 - ✓ Labour and employment
 - ✓ Communication
 - ✓ Tax Authorities
 - ✓ Industry
 - ✓ Trade and Industry
 - ✓ Anti-corruption
 - ✓ Business Council
 - ✓ Academic Forum
 - ✓ Intellectual property
 - ✓ Economic and trade issues
 - ✓ National Statistics Offices
 - ✓ Tax matters
 - ✓ ICT cooperation

Audiences, messengers and channels

TARGET AUDIENCES

- South African business
- International investors
- BRICS citizens
- World Bank and the International Monetary Fund
- Media (International / Domestic)

MESSENGERS

Primary messengers:

- President
- Minister of International Relations & Cooperation
- Other line Ministers / Deputy Ministers

Secondary messengers:

- Directors-General

COMMUNICATION CHANNELS

- Bilateral engagements / meetings / presentations
- Websites (Government, DIRCO, Brand SA, dept. and GCIS)
- Broadcast Media (radio, TV)
- Print media
- International Media
- Community Media through the GCIS Radio and MDDA networks
- SA News
- Social media (Twitter, Facebook, Instagram, Podcast, Sound cloud)

Communication phases

Phase One: Jan to August 2018 – setting the scene

Pre-Summit

Phase Two: 6-8 August 2018: South Africa's Chairship – action and output driven

BRICS Summit

Phase Three: 9 August – 31 Dec 2018: reporting / consolidation

Post-Summit

Communication plan_ Pre, During and Post

#	Milestone Description	By Whom	Current Due Date	Current Status	Comments	Cost implications
1	STRATEGY & CONTENT DEVELOPMENT_ PRE BRICS SUMMIT					
1.1	Communication strategy	GCIS	1 Dec	Done	To consolidate inputs received on 30 November for 1 December meeting.	n/a
1.2	Key messages	Desk All depts	30 Nov	Done	To present draft and distribute for inputs by stakeholders.	n/a
1.3	Schedule of opinion pieces	All depts	29 Feb	Two opinion pieces placed to date	Depts to submit schedules-7/0/2018	n/a
1.4	Factsheet	Desk All depts	30 Nov	Done		n/a
1.5	Q&As	Desk	10 Dec	Done		n/a

Draft communication plan

#	Milestone Description	By Whom	Current Due Date	Current Status	Comments	Cost implications
2.	PRODUCT DEVELOPMENT					
2.1	DESIGN TOOLKIT					
2.1.1	Logo approval	DIRCO	10 Dec	Done	Use of 2013 logo	n/a
2.1.2	Logo guidelines for use	DIRCO	15 Dec	Draft in place	To be developed upon approval	n/a
2.1.3	Generic posters, banners, signature banner, social media templates, generic invitations and programmes, logo applications i.e bags, pens, notebooks, folders etc.	DIRCO	15 Dec	Draft in place	All to be made available to other stakeholders to be able to apply for their own events.	n/a



Draft communication plan

#	Milestone Description	By Whom	Current Due Date	Current Status	Comments	Cost implications
2.2	ELECTRONIC					
2.2.1	Website	GCIS DIRCO DTPS	1 Jan 2018	Draft in place	Website will go live on 7 th Feb	
2.2.1.1	Look & feel	DIRCO GCIS	15 Dec	Done		
2.2.1.2	Content	All Depts	15 Dec	On-going		
2.2.1.3	Updates	All Depts	Weekly	On-going		
2.2.2	BRICS documentary	GCIS Brand SA	Jan 18	On-going		
2.3	PRINT					
2.3.1	BRICS Factsheet	All Depts	Jan 18	Done	The statistics agencies of the BRICS countries annual print a <i>Joint BRICS Statistics publication</i> . 2018 this will fall with Stats SA. Use content for social	

Draft communication plan

#	Milestone Description	By Whom	Current Due Date	Current Status	Comments	Cost implications
2.3.2	BRICS Benefits Brochure	DIRCO	Feb 2018	On-going	To be finalized closer to the Summit	R
2.3.3	Delegate Handbooks for Sherpa meetings (x4)	DIRCO; Desk	Feb 2018	On-going	To be finalized closer to the Summit	R
2.3.4	Summit welcome booklet	DIRCO	April 2018	On-going	To be finalized closer to the Summit	R
2.3.5	Summit logistics booklet	DIRCO	April 2018	On-going	To be finalized closer to the Summit	R



Draft communication plan

#	Milestone Description	By Whom	Current Due Date	Current Status	Comments	Cost implications
2.3.6	Summit programme	DIRCO	March 18	On-going	To be finalized closer to the Summit	R
2.3.7	BRICS Summit publication (??)	DIRCO	March 18	On-going	To be finalized closer to the Summit	R
2.3.8	Media logistics booklet	DIRCO	March 18	On-going	To be finalized closer to the Summit	R



BRICS CALENDAR OF ACTIVATES: 2018



RADIO INTERVIEWS



PUBLICATIONS



BROADCAST



BRICS

2018

JOHANNESBURG SOUTH AFRICA



MEDIA BRIEFINGS



SOCIAL MEDIA



EVENTS FOR SOUTH AFRICA'S 2018 BRICS CHAIRSHIP

JANUARY 2018

No.	MEETING/EVENT	DATES	VENUE	CURRENT STATUS
1.	BRICS stakeholder roundtable discussion	29 January	GICS	Done
2.	Exchange of Tax Information/Beneficial Ownership training for BRICS and African countries (outreach activity)	29 February to 02 February	Pretoria	On-going



EVENTS FOR SOUTH AFRICA'S 2018 BRICS CHAIRSHIP

FEBRUARY 2018

No.	MEETING/EVENT	DATES	VENUE	CURRENT STATUS
1.	First Meeting of the BRICS Sherpas and Sous-Sherpas	4-6 February	Cape Town	On-going
2.	BRICS Communication Work stream meeting	02 February	GCIS	On-going
3.	BRICS Agriculture Workshop	February TBC	KwaZulu-Natal	On-going



EVENTS FOR SOUTH AFRICA'S 2018 BRICS CHAIRSHIP

MARCH 2018

No.	MEETING/EVENT	DATES	VENUE	CURRENT STATUS
1.	Counter-Terrorism Working Group	14 March	Durban	On-going
2.	17th Meeting of the Contact Group on Economic and Trade Issues (CGETI)	March-TBC	Gauteng	On-going
3.	3rd Meeting of Industry Experts	March-TBC	Gauteng	On-going
4.	BRICS Communication Work stream meeting	02/02/2018	GCIS	On-going



EVENTS FOR SOUTH AFRICA'S 2018 BRICS CHAIRSHIP

APRIL 2018

No.	MEETING/EVENT	DATES	VENUE	CURRENT STATUS
1.	Second Meeting of the BRICS Sherpas/Sous-Sherpas	24 – 25 April	Limpopo	On-going
2.	Meeting of Customs Experts	16 – 17 April	Durban	On-going
3.	2nd Meeting of the Customs Cooperation Committee	18 – 19 April	Durban	On-going
4.	Meeting of the BRICS Deputy Ministers (Special Envoys) on the Middle East and North Africa (MENA)	April-TBC	Eastern Cape	On-going
5.	Meeting of Finance Ministers and Central Bank Governors	April-TBC	Washington, DC	On-going
6.	Meeting of BRICS Energy Efficiency & Energy Saving Working Group	April-TBC	East London	On-going
7	BRICS Communication Work stream meeting	April-TBC	GCIS	On-going



EVENTS FOR SOUTH AFRICA'S 2018 BRICS CHAIRSHIP

MAY 2018

No.	MEETING/EVENT	DATES	VENUE	CURRENT STATUS
1.	3rd Meeting of the BRICS Working Group on Geospatial Sciences and its Applications	7 – 8 May	Western Cape	On-going
2.	Environmental Affairs Working Group Meeting	7 – 11 May	TBC	On-going
3.	3rd Meeting of the BRICS Working Group on Prevention and Monitoring of Natural Disasters	9 – 10 May	Western Cape	On-going
4.	3rd BRICS Water Forum	11 – 12 May	Western Cape	On-going
5.	Cyber Security Working Group	16 May	Cape Town	On-going
6.	Meeting of the BRICS Think-Tank Council (BTTC)	28 May	Johannesburg	On-going
7	BRICS Communication Work stream meeting	April-TBC	GCIS	On-going



EVENTS FOR SOUTH AFRICA'S 2018 BRICS CHAIRSHIP-CONT...

MAY 2018

No.	MEETING/EVENT	DATES	VENUE	CURRENT STATUS
1.	Academic Forum	28 – 31 May	Johannesburg	On-going
2.	BRICS Dialogue on Peacekeeping	28 – 31 May	Johannesburg	On-going
3.	BRICS Dialogue on Peacekeeping	May-TBC	TBC	On-going
4.	18th meeting of the Contact Group on Economic and Trade Issues (CGETI)	May-TBC	Port Elizabeth/East London	On-going
5.	4th Meeting of Industry Experts	May-TBC	Port Elizabeth/East London	On-going
6.	Meeting of the Quality Infrastructure (Standards, Accreditation and Metrology bodies) (e.g. NMISA, SABS, SANAS, NRCS etc.)	May-TBC	Gauteng	On-going
7	BRICS meeting on the margins of World Health Assembly	May-TBC	Switzerland	On-going



JUNE 2018

No.	MEETING/EVENT	DATES	VENUE	CURRENT STATUS
1.	Second Stand-Alone Meeting of the BRICS Ministers of Foreign Affairs/International Relations	5 June	TBC	On-going
2.	The 8th meeting of the BRICS Ministers of Agriculture and Agrarian development	20 – 21 June	TBC	On-going
3.	Meeting of Experts on Tax Matters	20 – 21 June	Cape Town	On-going
4.	The 8th meeting of the Agriculture Cooperation Working Group	21 June	TBC	On-going
5.	Agricultural Field Visits	22 – 23 June	TBC	On-going



JUNE 2018

No.	MEETING/EVENT	DATES	VENUE	CURRENT STATUS
1.	3rd BRICS Young Scientists Forum <ul style="list-style-type: none"> ▪ BRICS Young Innovator Prize ▪ BRICS Young Programmer Competition ▪ BRICS Young Women Dialogue on STI 	25 – 30 June	Durban	On-going
2.	3rd Meeting of the Customs Cooperation Committee	26 June	Brussels	On-going
3.	Young Diplomats Forum	June-TBC	TBC	On-going
4.	Third BRICS Sherpa/Sous-Sherpa Meeting	June-TBC	TBC	On-going
5.	Fourth Round of the BRICS Policy Planning Consultations	June-TBC	TBC	On-going
6.	Meeting of BRICS Energy Ministers	June-TBC	Free State	On-going
7.	Meeting of the BRICS Ministers of Disaster Management	June-TBC	TBC	On-going



JULY 2018

No.	MEETING/EVENT	DATES	VENUE	CURRENT STATUS
1.	8th BRICS Science, Technology and Innovation (STI) Senior Officials Meeting	2 July	Durban	On-going
2.	6th Meeting of the BRICS Ministers of Science, Technology and Innovation	3 July	Durban	On-going
3.	BRICS Network University Conference	5 – 7 July	Cape Town	On-going
4.	Meeting of BRICS Senior Officials on Education	9 July	Cape Town	On-going
5.	ICTI – International Conference on Transport Infrastructure	9 – 10 July	Pretoria	On-going
6.	Meeting of the BRICS Ministers of Education	10 July	Cape Town	On-going
7.	Meeting of the BRICS National Security Advisors	19 – 20 July	Nelspruit	On-going
8.	Fourth BRICS Sherpa/Sous-Sherpa Meeting	20 – 24 July	Johannesburg	On-going



JULY 2018

No.	MEETING/EVENT	DATES	VENUE	CURRENT STATUS
1.	Meeting of the BRICS Ministers of Environmental Affairs	23 – 26 July	TBC	On-going
2.	10th BRICS Summit	25 – 27 July	Johannesburg	On-going
3.	BRICS Business Forum	July-TBC	Johannesburg	On-going
4.	Trade & Investment Exhibition	July-TBC	Johannesburg	On-going



JULY 2018

No.	MEETING/EVENT	DATES	VENUE	CURRENT STATUS
1.	Meeting of Finance Ministers and Central Bank Governors	July-TBC	Johannesburg	On-going
2.	BRICS Cultural Festival	July-TBC	Johannesburg	On-going
3.	BRICS Skills Competition	July-TBC	TBC	On-going
4.	19th meeting of the Contact Group on Economic and Trade Issues (CGETI)	July-TBC	Gauteng	On-going
	5th Meeting of Industry Experts	July-TBC	Gauteng	On-going
	8th Meeting of BRICS Trade Ministers	July-TBC	Gauteng	On-going
	3rd Meeting of BRICS Industry Ministers	July-TBC	TBC	On-going
	3rd BRICS Film Festival 2018	July-TBC	Durban	On-going
	3rd BRICS Ministers of Culture Meeting 2018	July-TBC	TBC	On-going



JULY 2018

No.	MEETING/EVENT	DATES	VENUE	CURRENT STATUS
1.	Meeting of Finance Ministers and Central Bank Governors	July-TBC	Johannesburg	On-going
2.	BRICS Cultural Festival	July-TBC	Johannesburg	On-going
3.	BRICS Skills Competition	July-TBC	TBC	On-going
4.	19th meeting of the Contact Group on Economic and Trade Issues (CGETI)	July-TBC	Gauteng	On-going
5.	5th Meeting of Industry Experts	July-TBC	Gauteng	On-going
6.	8th Meeting of BRICS Trade Ministers	July-TBC	Gauteng	On-going
7.	3rd Meeting of BRICS Industry Ministers	July-TBC	TBC	On-going
8.	3rd BRICS Film Festival 2018	July-TBC	Durban	On-going
9.	3rd BRICS Ministers of Culture Meeting 2018	July-TBC	TBC	On-going



JULY 2018

No.	MEETING/EVENT	DATES	VENUE	CURRENT STATUS
1.	BRICS TB Research Network	July-TBC	Durban	On-going
2.	Meeting of the BRICS Health Senior Officials	July-TBC	Durban	On-going
3.	8th Meeting of the BRICS Ministers of Health	July-TBC	Durban	On-going



AUGUST 2018

No.	MEETING/EVENT	DATES	VENUE	CURRENT STATUS
1.	BRICS Science, Technology and Innovation Women's Forum	2 – 3 August	Pretoria (CSIR Conference Centre)	On-going
2.	Agri-business Roadshow	22 – 23 August	TBC	On-going
3.	Annual Meeting of the BRICS Business Council	24 – 25 August	Cape Town	On-going



SEPTEMBER 2018

No.	MEETING/EVENT	DATES	VENUE	CURRENT STATUS
1.	<ul style="list-style-type: none"> ❖ 4th BRICS Ministers of Communications Meeting ❖ 4th Business to Business (Industry Dialogue) Meeting ❖ 3rd Working Group on ICT Cooperation (Senior Officials) Meeting 	14 – 16 September	Durban ICC	On-going
2.	Fifth Meeting of BRICS Sherpas/Sous Sherpas	September TBC	New York	On-going
3.	Meeting of the BRICS Ministers of Foreign Affairs/International Relations	September TBC	New York	On-going
4.	Third BRICS SoE Forum on Governance and Reform	September TBC	Durban	On-going



OCTOBER 2018

No.	MEETING/EVENT	DATES	VENUE	CURRENT STATUS
1.	<ul style="list-style-type: none"> ❖ 4th BRICS Ministers of Communications Meeting ❖ 4th Business to Business (Industry Dialogue) Meeting ❖ 3rd Working Group on ICT Cooperation (Senior Officials) Meeting 	14 – 16 September	Durban ICC	On-going
2.	Fifth Meeting of BRICS Sherpas/Sous Sherpas	September TBC	New York	On-going
3.	Meeting of the BRICS Ministers of Foreign Affairs/International Relations	September TBC	New York	On-going
4.	Third BRICS SoE Forum on Governance and Reform	September TBC	Durban	On-going



NOVEMBER 2018

No.	MEETING/EVENT	DATES	VENUE	CURRENT STATUS
1.	Sixth Meeting of BRICS Sherpas/Sous-Sherpas	November <i>First week</i>	TBC	On-going
2.	BRICS Space Agencies Forum	6 – 7 November	Gauteng	On-going
3.	BRICS Astronomy Conference	8 – 11 November	Sutherland (SALT – Southern African Large Telescope)	On-going
4.	Meeting of Finance Ministers and Central Bank Governors	November TBC	Buenos Aires	On-going
5.	Seventh Meeting of BRICS Sherpas/Sous-Sherpas	November TBC	Buenos Aires	On-going
6.	BRICS STI Brokerage Event	November TBC	TBC	On-going



DECEMBER 2018

No.	MEETING/EVENT	DATES	VENUE	CURRENT STATUS
1.	BRICS Science Academies Dialogue	3 – 4 <i>December</i>	Pretoria (CSIR Conference Centre)	On-going
2.	BRICS STI Technology Transfer and SMME Forum	3 – 6 December	Pretoria (University of Pretoria)	On-going
3.	9 BRICS STI Advisory Councils Roundtable	5 December	Pretoria (Innovation Hub)	On-going



Media engagement - plan

PRE- PHASE:

- Producers brief
- Engagements with media houses
- Media accreditation
- Media briefings
- Interview schedule
- Media Round table
- Advisories and statements
- Opinion pieces

DURING SUMMIT:

- Interviews / briefings
- Media tours / roundtables
- Opinion pieces
- Media centre
- Pictorials and video coverage of side/sectoral meetings

POST-SUMMIT:

- Media briefings, interviews, talk shows
- Public lectures, opinion pieces
- Media tours, statements

Detailed plan to be developed



THANK YOU

