

Justice Action Coalition (JAC) Communications Working Group

2025 Strategy and Workplan

March 2025

Core Functions of the JAC Communications Working Group

In 2024, the JAC Communications Working Group (JAC Comms WG) was established with the following functions:

1. Continue to refine and update a shared vision on people-centered justice and what it means in practice in coordination with the other workstreams of the Justice Action Coalition.
2. Identify key opportunities at the global level to promote and profile people-centered justice
3. Design effective communication and advocacy strategies on people-centered justice, linking it to the sustainable development goals.

In pursuit of the third function of the JAC Comms WG, and with recognition of the ongoing needs to fulfill functions 1 and 2, it is an opportune moment for the group to establish long-term and short-term goals that can inform the group's 2025 strategy.

Long-term Goals for the JAC Communications Working Group

Based upon these functions, it is important for the WG to have long-term goals that can guide year-to-year activities:

- Establish people-centered justice as common nomenclature among governments, multilateral institutions, civil society, and academia in the justice space and broader development sector, as well as among everyday citizens discussing justice.
- Using an all-of-government approach, ensure policymakers, practitioners, and experts at the international and national level have a clear understanding of the principles of people-centered justice and how they apply in practice, with due consideration for varying geographic, institutional, and demographic contexts.
- Increase the number of countries promoting people-centered justice approaches in their statements, policies, strategies, and programming.
- Demonstrate the centrality of access to justice for all to the achievement of the Sustainable Development Goals, the improvement of livelihoods, and the upholding of human rights.
- Recurrently disseminate the outputs from JAC workstreams on data and evidence, catalytic funding for national initiatives, and a justice financing framework in a compelling and engaging manner, linking key messages to these outputs.

2025 Goals

In 2025, the achievement of the following goals can help to support the achievement of long-term goals.

- Socialize the Key Messages and Actions for People-Centered Justice document among JAC country and CSO members and encourage the collective use of these messages in communications, statements, and declarations during key moments of 2025.
- Establish interactive platforms and processes to promote shared communication on people-centered justice among JAC Comms WG members.
- Create a targeted and cohesive communications campaign across JAC Comms WG using the eight (8) actions of the Key Messages and Actions for People-Centered Justice and the inputs from JAC workstreams 1, 2, and 4.

Four Key Moments

1. **June 23-26.** World Justice Forum (Warsaw) + JAC Senior Level Meeting
2. **June 30-July 3.** 4th International Conference on Financing for Development (Sevilla)
3. **September 9-23.** UN General Assembly High-Level Week (New York) + UN Sixth Committee Meetings on Rule of Law and Access to Justice
4. **November 12-14.** OECD Global Roundtable on Equal Access to Justice (Madrid) + JAC Ministerial Meeting

It is also important for this communication strategy to be localized within national and regional contexts. Those using this communications strategy can identify key moments and adapt the tools provided here for relevant use.

Planned Activities

The following is a running list of activities the group can enact to achieve the 2025 goals:

- A) Create Communications toolkits based on "Key Messages and Actions for People-Centered Justice" for 5 key moments. Each communications toolkit will be presented as a 2-pager that includes draft social media posts, social cards, relevant hashtags, and relevant reports to promote.

Key Moment	Lead	Support	Completion date
World Justice Forum (Warsaw) June 23-26 <i>AND</i> JAC Senior Level Meeting	Pathfinders	(TBC) World Justice Project	June 1
4th International Conference on	Pathfinders	(TBC) ODI, HiIL	June 8

Financing for Development (Sevilla) June 30-July 3			
UN General Assembly High-Level Week (New York) September 9-23 <i>AND</i> UN Sixth Committee Meetings on Rule of Law and Access to Justice October	Pathfinders	(TBC)	August 15
OECD Global Roundtable on Equal Access to Justice (Madrid) <i>AND</i> JAC Ministerial Meeting Date TBC	Pathfinders	(TBC) OECD	November 12-14

B) Develop short 30-second video-interviews* for key moments that verbalize the “Actions to Achieve People-Centered Justice”

1. Financing
2. Data and Evidence
3. Issue Intersection
4. Inclusion

Action for PCJ	Proposed Interviewee	Completion date
Data and Evidence	(TBC) Tatyana Teplova, Head of Division, Global Partnerships, Inclusion and Justice	TBD
Financing	(TBC) Clare Manuel, Senior Research Associate	TBD
Issue Intersection	Fernando Marani, Program Director, Justice, Inclusion, and Equality	TBD

Inclusion	(TBC) Katy Thompson, Head of Rule of Law, Security, and Human Rights	TBD
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**Pathfinders to facilitate and record interviews.*

C) Short explainer videos* and 1-pagers for:

1. Justice Financing Framework
2. Indicators for PCJ
3. Business Case for PCJ
4. National Catalytic Funding Outputs

Output	Lead	Completion date
WS 4. Financing - JFF	Pathfinders	October 2025
WS 1. Indicators for PCJ	OECD	October 2025
WS 1. Business case for PCJ	OECD	October 2025
National Catalytic Funding Case Study(ies)	UNDP	October 2025

**Pathfinders to facilitate videos.*

D) Open-source shared calendar of JAC-affiliate events/side-events/meetings to disseminate across group

JAC Communications Working Group Shared Calendar - Member Events/Meetings

- This is an open-sourced calendar of events and meetings for Justice Action Coalition members. Please include any new or upcoming events or meetings that you would like to accessible to other Communications Working Group members of the Justice Action Coalition. If you meeting has a registration requirement or link, please include it in the meeting description. Please also include any relevant social media tools that partners could use to promote this material.

- E) Open-source running list of JAC-affiliate publications/reports/frameworks for peer promotion

JAC Communications Working Group Shared Publication List

- This is an open-sourced list of publications for Justice Action Coalition members. Please include any new or upcoming studies, articles, frameworks, or other publications that you would like to share with country and civil society members of the Justice Action Coalition. Please also include any relevant social media tools that partners could use to promote this material. Finally, if the publication is related to a specific key moment on the justice calendar, then please make note of this.

- F) Trello Board to house all materials and activities of the JAC Comms WG

JAC Communications Working Group Trello Board

- This Trello board will house all relevant information and material for the JAC Communications Working Group. It is meant to provide a platform for collaboration. If you would like to add materials to the Trello Board, please share them in an email with Nate Edwards (nke3571@nyu.edu) and Thibault Chareton (tmc324@nyu.edu) and we will update the board accordingly.