Objectives, Audiences, and Calls to Action
for Policy Makers

With this document we want to answer the following questions:

1. What are the main objectives of? 
2. Who are the target audiences of communications efforts? 
3. What actions do we want the target audience to take (Calls to Action)? 
4. What type of engagement pathway or communication material is best suited to reach them?

Organization/Institution Objectives: (Why?)

1. 
2. 
3. 
4. 

Relevant Policy Audiences: (Who?)

1. 
2. 
3. 
4. 
**Calls to Action: (What?)**

*Examples:*
- Reduce carbon dioxide emissions
- Elevate the issue and profile of OA
- Understand what OA activities are happening in their own country/area
- Fund OA monitoring and research
- Help coordinate OA monitoring and research
- Include OA in policy priorities
- Integrate OA information into management practices (mitigation and adaptation)

**Type of Engagement Pathways/ Communication Needed: (How?)**

*Examples:*
- Meeting (1-1)
- Presentation or briefing
- Invitation to an event
- Sharing *general* education materials
- Sharing *specific* education materials
- Sharing a specific science publication

**Objective, Audiences, CTAs, Communications (Mapped):**

<table>
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<th>Objective</th>
<th>Policy Audience</th>
<th>Call to Action</th>
<th>Engagement Pathways Communication Needed</th>
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