



**OFFICE FOR THE ESTABLISHMENT OF  
WAR AND ECONOMIC CRIMES COURT  
FOR LIBERIA (OWECC-L)**



**PUBLIC OUTREACH  
AND  
COMMUNICATIONS STRATEGY  
(JULY 2025)**

**With Support from the Government and  
People of Liberia**



**and**

**Support from the United Nations Office  
of the High Commissioner on Human Rights**



**For Truth, Accountability & Healing in furtherance of the  
Establishment of the War and Economic Crimes Court  
& the National Anti-corruption Court for Liberia**

**JULY 2025**

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Office of the Executive Director



## Preface

This Public Outreach and Communications Strategy (**Strategy**) is an integral part of the mechanisms being developed under the aegis of the Office for the Establishment of War and Economic Crimes Court for Liberia (**OWECC-L**). It is the final product of a combination of desk study/documents review, consultations, meetings, and other research activities undertaken by various professionals, with a single objective: ***“Derive an outreach and communication guide that ensures clarity in messaging and consistency in information management by Transitional Justice actors involved in, and with the establishment of the War and Economic Crimes Court and the National Anti-Corruption Court for Liberia.”***

After years of neglect by previous governments to implement the recommendation of the Truth and Reconciliation Commission of Liberia to establish a Special War Crimes Tribunal, the current government initiated the court establishment process by the passage of Legislative Joint Resolution (JR) #001/'24 and Executive Order #131, with a renewed Executive Order #148. While these instruments endorsed the establishment of the two courts, the Executive Orders, issued by His Excellency Joseph Nyuma Boakai, Sr., President of the Republic Liberia, established and set the mandate of the OWECC-L.

The mandate of the OWECC-L, inter alia, emphasizes broad consultations with national and international Transitional Justice actors and partners. The OWECC-L is mandated to design the processes and procedures for consulting the public and developing strategies for establishing the courts. This has to be done systematically. Hence, the decision to develop this Public Outreach and Communications Strategy.

This Strategy lays out the ***“Why, What, and How”*** of the public engagements and awareness process. It manages expectations while attracting the participation of everyone, irrespective of status. It also identifies the outreach tools and the implementation design on a step-by-step basis, taking into consideration particular audiences.

As we roll out this strategy, we honor the memory of the thousands of people whose lives were shortened by the civil war; stand with the hundreds of thousands other victims suffering from the effects of the war and acts of corruption; and encourage all Transitional Justice actors advocating and working for the establishment of the War and Economic Crimes Court and the National Anti-Corruption Court to remain steadfast up to the logical conclusion of this process.

Arguably, this Strategy is an extraordinary achievement made possible by the intensity of the work undertaken by Ms. Kanree Wright; the Consultant hired by the Office of the United Nations High Commissioner for Human Rights (OHCHR), diverse support by the OHCHR and international partners; the inputs made by citizens who availed themselves during the research for developing this Strategy; and, all staff and interns of the OWECC-L.

This Strategy will be used for the good of the people of Liberia and as a strong pillar in the pursuit of justice and support for the rule of law.

Dr. Cllr. Jallah A. Barbu (Prof.)  
**EXECUTIVE DIRECTOR**

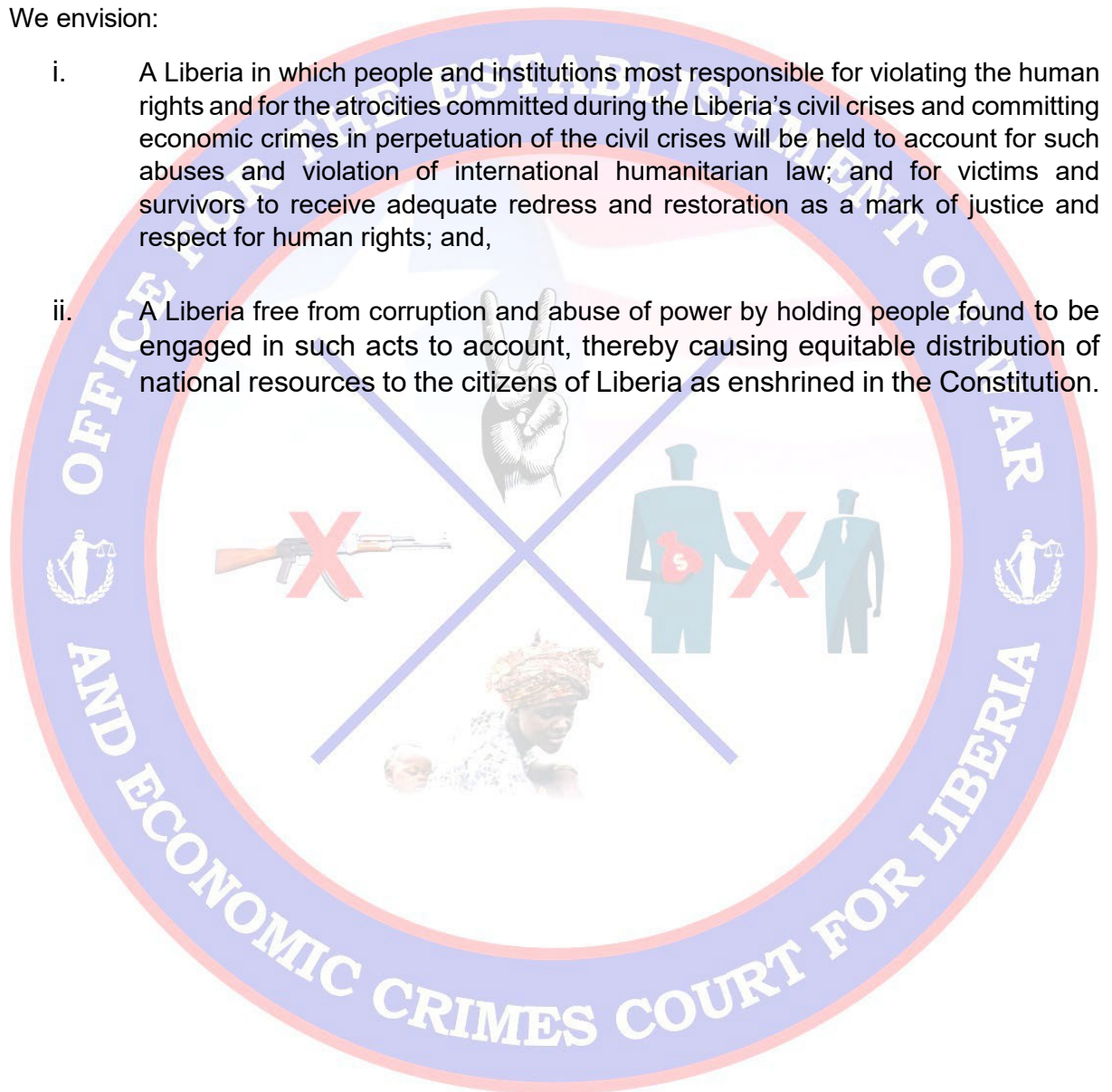
### **OWECC-L Mission**

To lead the establishment of the Special War and Economic Crimes Court for Liberia and the National Anti-Corruption Court for Liberia, consistent with the dictates of the government of Liberia and the wishes of the people of Liberia.

### **OWECC-L Vision**

We envision:

- i. A Liberia in which people and institutions most responsible for violating the human rights and for the atrocities committed during the Liberia's civil crises and committing economic crimes in perpetuation of the civil crises will be held to account for such abuses and violation of international humanitarian law; and for victims and survivors to receive adequate redress and restoration as a mark of justice and respect for human rights; and,
- ii. A Liberia free from corruption and abuse of power by holding people found to be engaged in such acts to account, thereby causing equitable distribution of national resources to the citizens of Liberia as enshrined in the Constitution.



## Executive Summary

History does not disappear simply because we stop speaking of it. And healing does not happen without truth, accountability, and the courage to confront what happened.

Liberia's civil crisis and civil war left more than physical wounds. They fractured families, buried truths, and eroded trust between citizens and the state. The Truth and Reconciliation Commission (TRC) significantly documented these wounds and recommended inter alia the establishment of a war and economic crimes court.<sup>1</sup> More than sixteen years later, this vision is being reignited.

The Office for the Establishment of War and Economic Crimes Court for Liberia (OWECC-L) was formally created through Executive Order No. 131,<sup>2</sup> issued by H.E. President Joseph Nyuma Boakai, Sr. on May 2, 2024, and reaffirmed through Executive Order No. 148<sup>3</sup> on April 30, 2025, the latter now being the controlling legal instrument for the existence of the Office.

This Executive action responded directly to the April 8, 2024 Resolution No. 001/2024,<sup>4</sup> passed by the House of Representatives and concurred by the Senate, which called for:

*“the establishment of a mechanism to study and recommend the process for creating a Special War Crimes Court for Liberia to prosecute individuals and entities responsible for war crimes and crimes against humanity during Liberia’s civil conflicts (1979–2003), and a domestic Anti-Corruption Court with jurisdiction over acts of corruption committed from 1979 to present.”*

OWECC-L is therefore mandated to:

- Lead the preparatory work toward the process for establishing the War and Economic Crimes Court (WECC) for crimes committed during Liberia’s civil crises and the National Anti-Corruption Court (NACC) to address past and ongoing corruption cases under Liberian laws.

This mandate is legal, national, and forward-facing; grounded in justice and institutional reforms, with operationalization expected for NACC and WECC in December 2026 and 2027 respectively.

This document outlines a comprehensive Public Outreach and Communications Strategy developed to assist OWECC-L in fulfilling its mandate. It provides a guiding framework to support the Office’s communications efforts as it leads the creation of both courts, in alignment with the directives set forth in Executive Order No. 148, as Liberia enters a pivotal new phase in its Transitional Justice journey.

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<sup>1</sup> TRC Final Report (2009): Findings and Recommendations of the Truth and Reconciliation Commission of Liberia on Justice, Reconciliation, and Reparations

<sup>2</sup> Executive Order No. 131, Office of the President of the Republic of Liberia, May 2024

<sup>3</sup> Executive Order No. 148, Office of the President of the Republic of Liberia, April 2025

<sup>4</sup> Joint Resolution No. 001/2024, House of Representatives, Fifty-Fifth Legislature of Liberia, April 8, 2024

OWECC-L is not the court itself, but it is both a technical mechanism and a symbolic vehicle for national healing and a reconciliation path for long lasting peace in Liberia. The purpose of this strategy is to support OWECC-L in developing a tailored, inclusive, and coordinated approach to public communication. It is designed to guide the Office’s engagements and maintain strong communication channels with all stakeholders, including government institutions, victims<sup>5</sup> rights advocacy groups, civil society organizations, youth & women’s groups, minority groups including persons with disabilities, the Liberian diaspora, national and international partners, and the general public.

This strategy was informed by:

- A review of Liberia’s Transitional Justice commitments, including the 2009 Truth and Reconciliation Commission (TRC) recommendations;
- Consultations with key stakeholders including OWECC-L staff, civil society actors, victims’ groups, media organizations, and institutional and international partners;
- Alignment with OWECC-L’s Institutional Roadmap for WECC & NACC;<sup>6</sup>
- A rapid assessment of the institution’s existing communication tools, capacities, and messaging gaps; and
- Alignment with relevant guidance including the UN Secretary-General’s Note on Transitional Justice and the UN Country Team (UNCT) Joint Strategy on Transitional Justice in Liberia.

While Liberia has made critical advances in Transitional Justice policy, through national dialogues, memorialization efforts, Palava Hut Hearings, and frameworks such as the Strategic Roadmap for National Healing (2013–2030),<sup>7</sup> public understanding and trust in the accountability process remains limited. Many communities lack access to clear, accurate, and inclusive information about Transitional Justice processes in the country including the role of OWECC-L, the mandate of the WECC and NACC, or the path toward justice for past atrocities and present-day corruption. Disinformation, low institutional visibility, and historical mistrust of government processes remain barriers to a more active civic participation.

In this context, this strategy aims to:

- Strengthen OWECC-L’s institutional communications capacity through a structured, mission-aligned outreach plan;
- Engage the public through dignified, trauma-informed, and culturally resonant messaging that affirms victims’ rights and civic responsibility;
- Segment target audiences and align outreach tactics to reflect the lived experiences and access needs of communities across Liberia and the diaspora; and
- Build sustainable partnerships with local and international actors to enhance coordination, co-implementation, and cost-effective delivery.

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<sup>5</sup> The term “victim” is used here to refer to a person that has been subjected to a crime and thus provides legal status or standing to claim remedy, redress, and justice under the law. Individuals may prefer to self-identify as “survivors” or another terminology. See OHCHR, Monitoring Cases of Gender-Based Violence, Key Terminology, February 2025.

<sup>6</sup> OWECC-L Institutional Roadmap as submitted to H.E. President Joseph Nyuma Boakai Sr. on May 31, 2025, in “Report on the Achievements and Next Steps for the Establishment of a War and Economic Crimes Court and National Anti-Corruption Court for Liberia.”

<sup>7</sup> Republic of Liberia, Ministry of Internal Affairs & Peacebuilding Office, 2013

This document is divided into three parts:

1. Part I – OWECC-L Institutional Communications Plan: An internal and external communications blueprint tailored to OWECC-L's role as lead coordinator.
2. Part II – Public Outreach Strategy: A national-level framework for civic engagement, awareness-building, and narrative clarity.
3. Part III – Implementation Roadmap: A practical action plan detailing activities, timelines, roles, and measurement indicators.

Ultimately, this strategy serves as both compass and catalyst, equipping OWECC-L and its partners with the tools and clarity to lead Liberia forward on a path of justice, accountability, and national restoration.

Justice is a journey, and every Liberian has a role to play!

**Join Us on the Road to Justice.**

# **PART I: Institutional Communications Strategy (OWECC-L)**

## **Introduction & Institutional Context**

OWECC-L is the national institution leading the way as Liberia moves towards the establishment of the War and Economic Crimes Court (WECC) and the National Anti-Corruption Court (NACC). While public attention often centers on the courts themselves, OWECC-L's success depends on its ability to communicate clearly, credibly, and consistently, with the government, civil society, victims' advocates, and the public at large.

This section outlines a targeted institutional communications strategy for OWECC-L:

- How it shows up publicly;
- How it engages partners and stakeholders;
- And how it builds visibility, trust, and alignment across its work streams both internally and externally.

OWECC-L's Media & Public Affairs and Information Communication Technology (ICT) Departments have laid important groundwork for a comprehensive outreach approach. This strategy now builds on that base to provide structured guidance around messaging, audience engagement, and communications planning.

This section includes:

- A snapshot of OWECC-L's current communications landscape
- Priority target audiences for institutional engagement
- Core messaging framework
- Strategic recommendations for enhancing visibility, alignment, and capacity

The sections that follow focus on broader public outreach (Part II) and a shared implementation roadmap (Part III), but this Part I centers squarely on how OWECC-L communicates as an institution, and how it earns and maintains public trust as the lead convener, driving this next chapter of Liberia's history.

The Media & Public Affairs Department will lead the development and execution of this strategy, supported by ICT, ensuring consistent, people-centered messaging across all internal and external touchpoints.

## **Purpose & Objectives**

The purpose of this Institutional Communications Strategy is to provide a clear, coordinated framework for how the Office for the Establishment of War and Economic Crimes Court for Liberia (OWECC-L) communicates its role, mandate, and work to the public, partners, and national stakeholders.

**Strategic Goal:** Position OWECC-L as a credible, trusted, and inclusive institution, while increasing public awareness and engagement around its role in Liberia's Transitional Justice

journey through institutional brand clarity, shared messaging frameworks, and improved visibility.

**Strategic Objectives:** OWECC-L’s institutional communications focus on two dimensions:

Internal: *Coherence, Credibility, Technical Clarity*

External: *Visibility, Transparency, Public Trust*

1. Clarify OWECC-L’s Role: Position the Office as the technical, non-judicial body leading groundwork for the WECC and NACC - not the courts themselves.
2. Build Public Trust: Strengthen institutional visibility through clear, consistent, and branded communication across channels.
3. Center People & Victims: Amplify the voices of victims and everyday Liberians through inclusive, trauma-informed messaging.
4. Align Partners: Promote unified, strategic messaging across government, The UN and international partners, civil society, media, and all relevant stakeholders.
5. Equip for Scale: Lay the foundation for sustained outreach through tools, training, and internal capacity-building.

### **Current Communications Snapshot**

Despite limited staff capacity (including the need for additional personnel and training for current staff) and constrained resources, OWECC-L has laid meaningful groundwork toward building a credible public presence by:

- Launching a visual identity, including logo, color palette, and branded materials;
- Creating an official website and active Facebook page to share updates and public information;
- Publishing a brochure outlining the Office’s mandate, milestones, and process;
- Producing materials in Braille and exploring multilingual formats to enhance accessibility;
- Acquiring equipment and skills to support digital production and live streaming of events;
- Regular media coverage in the print media, radio and social media;
- Various interviews of OWECC-L’s Executive Director.

<b>Element</b>	<b>Current Status</b>	<b>Needs / Recommendations</b>
<b>Institutional Brand Identity</b>		
Mission Statement	“To lead the establishment of the Special War and Economic Crimes Court for Liberia and the National Anti-Corruption Court for Liberia, consistent with the dictates of the Government of Liberia and the wishes of the people of Liberia.”	Consider refinement for consistency across platforms

	(from brochure <sup>8</sup> )	
Strategic Vision	Included in this strategy: inclusive, trusted, transparent communication leadership	Formalize and integrate across internal and external materials
Logo	Logo exists	Secure vector files; create brand guide with logo usage rules
Tagline / Motto	“Leading the establishment of the War and Economic Crimes Court for Liberia through a holistic and inclusive process in which everybody has a role.” (current)	Several options proposed in this strategy (see <i>messaging framework</i> ). Select 1–2 final taglines; apply consistently in all public materials
Brand Voice	Clear, honest, human rights-centered; Standard Liberian English & local dialect translations	Style/tone guide needed to maintain consistency across communications
Brand Themes	Trustworthy, Inclusive, Human-Centered, Educational, Integrity-Driven	Align visual design and messaging examples to reinforce themes
<b>Communications Tools &amp; Platforms</b>		
Website	Live (www.owecciberia.org); functional but basic, 1 year website hosting subscription	Redesign for accessibility, clarity, and real-time updates, switch to a more functional hosting site
Social Media	Facebook page: <a href="#">OWECC-L Page</a> - 328 likes, 677 Followers (as of June 23, 2025)	Develop content calendar for more narrative driven content; expand & link to Instagram; engage audiences daily
Print Materials	Brochure & Roadmap printed and in use	Update brochure; create flyers, FAQs, and explainer materials, strategic billboards
Photo & Video Production	Sony camera and recorders acquired; limited staffing for production	Capacity building for current staff to increase multimedia outputs; create testimonial videos, explainers

<sup>8</sup> OWECC-L’s Informational Brochure

Traditional Media	Current partnerships with organizations like Association of Liberia Community Radio (ALICOR), Press Union of Liberia	Expand partnership activities across media associations (e.g. New Narratives) across newspapers, radio stations, television; both public and private
Accessibility	Cartoons & pictures produced, braille documents available, sign language interpreter present at all meetings	Expand formats: audio summaries, subtitles, & information across rural radio
<b>Infrastructure</b>		
Information Communication Technology (ICT)	Smart TV, live streaming available, 1-year WIFI subscription (frequently exhausted); no internal shared drive for file management, telephones, two extra rechargeable routers for standby, second Smart TV that allows real time joint meetings, ground floor facility for persons with disabilities	Transition to more reliable high-speed internet (e.g., Starlink); issue official domain email addresses for all pertinent staff; create official domain email for public engagement (e.g. <a href="mailto:info@oweccliberia.org">info@oweccliberia.org</a> or <a href="mailto:comms@oweccliberia.org">comms@oweccliberia.org</a> ), establish a secure internal/shared drive system for media storage, file sharing, and institutional data privacy
Conference Room	Fully equipped space available for internal meetings and public briefings	Utilize as content hub: host live streamed updates, stakeholder dialogues, and video tapings

## Challenges

- Low national visibility, particularly in rural and underserved communities in cities
- Limited content variety, with reliance on press releases and formal statements
- Widespread confusion between OWECC-L's role and the mandate of the courts themselves
- Inconsistent coordination between OWECC-L messaging and that of key stakeholders
- Limited in-house multimedia production capacity
- Underutilized digital platforms, including the website; social media lacks narrative-driven content & consistent engagement with online public
- Absence of a centralized content management system for storing and organizing assets (raw photos, raw videos, graphic designs)
- Pending media partnerships, limiting amplification opportunities
- Limited resources due to delayed release of operational funds

## Proposed solutions

### **Target Audiences<sup>9</sup>**

While OWECC-L's mandate ultimately impacts every Liberian, it is essential to segment public engagement to reflect the lived experiences, communication preferences, and access levels of distinct groups.

1. **Institutional Stakeholders:** Government and National Institutions that drive policy, coordination, and implementation
  - a. Government of Liberia: Ministries & Agencies, The Legislature, The Judiciary
  - b. Liberia Anti-Corruption Commission together with integrity entities
  - c. INCHR
2. **Diplomatic & International Partners:** Embassies, UN agencies and International NGOs supporting technical guidance and alignment with global transitional justice standards.
3. **Community Messengers:** Grassroots leaders, children & youth groups, women's groups, religious institutions and faith-based actors, professional organizations and civil society partners who mobilize public participation at the local level.
4. **Narrative Amplifiers:** Media, artists, performers, writers, bloggers, and cultural leaders who shape public perception and help shift the national story.
5. **Victims:** Individuals directly affected by war and corruption, whose dignity, inclusion, and protection are foundational to a survivor-centered approach.
6. **The General Public:** Everyday citizens, especially youth (74% of current population), rural communities, and underserved groups, who must see themselves in the justice process.
7. **Diaspora Voices:** Liberians abroad, digital advocates, and academics who connect the national effort to a global stage and add pressure for progress.

### **Messaging Framework**

#### **Justice for All: A Unified Messaging Framework for OWECC-L and Transitional Justice in Liberia**

Liberia cannot build a peaceful future by avoiding the truth of its past. OWECC-L's role is not to reopen wounds; it is to build the foundation for justice, accountability and healing. This Messaging Framework ensures that *every actor communicating about OWECC-L is saying the same thing, with one shared voice.*

This framework exists to:

- Clarify OWECC-L's identity and legal mandate
- Inspire public trust and national ownership
- Amplify support from trusted voices
- Counter fear-based misinformation

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<sup>9</sup> A more detailed audience segmentation chart, including engagement needs, communication channels, and tone recommendations is provided in Part 2. See also the Stakeholder Mapping & Matrix in Annex I for further reference.

- Embed Transitional Justice within a human rights and civic responsibility narrative

This framework ensures the public hears the *same key messages*, no matter who’s speaking, whether it’s government, media, civil society, or the institution itself.

**a. Messaging Themes:** The Messaging Themes guide *how* OWECC-L speaks, shaping tone, language, and emotional connection. These anchors are: Truth Telling & Testimony, Legal Literacy & Civic Education, Cultural & Media Engagement, Participation & Public Dialogue.

**b. Core Messaging Hierarchy:**

- **Anchor Message: “Justice for All”**  
This is the north star. The unifying message across all platforms.
- **Launch Theme/Tagline: “Justice & Healing for All”**  
The heart-forward campaign message for public-facing materials and the national launch.
- **Call to Action: “Join us on the Road to Justice.”**  
Movement/Mobilization language used to invite participation across all audience groups.

While campaign messages may change overtime as the institution evolves, all outreach & engagement must include a call-to-action for the public.

**c. Institutional Messages:** *(to build clarity, visibility, and public trust; talking points)*

- “OWECC-L is not the court. It is the builder.”
- “We are preparing the courts that will hold people accountable for past war crimes and corruption.”
- “We are bringing justice to victims and ensuring their voices are heard.”
- “This process is national, legal, and professional; not political or revenge-driven.”

Use these to clarify the mandate and role of the Office across all internal and external engagements.

**d. Public-Facing Key Messages** *(for outreach, awareness campaigns, town halls, media)*

- “Justice is a right, not a risk.”
- “The war ended, but impunity did not.”
- “Corruption is a threat to our dignity, our development, our future, and our children.”
- “Going to court doesn’t mean you are guilty. Come and clear your side.”
- *“Lah killing and stealing spoil our country. Ley trial dah ley way forward.”*<sup>10</sup>
- *“Justice dah everybody business.”*
- *“Court not for shame – eh for truth.”*
- **“Join us on the road to justice.”**

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<sup>10</sup> Italicized phrases in quotations reflect localized Liberian English for use in community outreach, radio, or dramatized content.

- **“Join the road to justice.”**

These simplify complex legal truths and help the public connect emotionally and culturally.

### c. How to Use This Framework

- Keep consistent: Everyone uses the same core messages, but adapted to the audience.
- Make it accessible: Translate into local dialects, braille, sign language and simplify where needed.
- Stay hopeful but strong: Truth without fear. Confidence without provocation.
- Let the institution lead, but allow partners to echo and reinforce the same messages.

### d. Message Use by Role:

- *OWECC-L staff*: Full framework use, especially institutional messages.
- *Government & Ministries*: Public-facing messages, tagline amplification.
- *Media & CSOs*: Campaign narratives, counter-messaging.
- *Diaspora, Youth and Children Ambassadors*: Hashtag campaigns, adapted slogans.

### e. Narrative Device for Campaign & Creative Messaging

To unify Liberia’s Transitional Justice journey in a way that resonates across age, region, and education level, the following narrative construction can anchor outreach materials, social media, T-shirts, video scripts, posters, and town hall events.

- **“Join Us on the Road to Justice.”**
- **“Justice & Healing for All.”**
- **“No more Impunity! Justice & Healing for All.”**
- **“Justice for yesterday. Justice for today. Justice for tomorrow. Justice for All.”**

This structure can also be repeated and adapted with key values, replacing the word “Justice” with: *Hope, Truth, Peace, Accountability, Integrity, Development, Security*.

- Hope for yesterday. Hope for today. Hope for tomorrow. Hope everyday!
- Truth for yesterday. Justice for today. Peace for tomorrow. Peace always!
- Yesterday’s pain. Today’s justice. Tomorrow’s peace. Peace forever!
- Accountability yesterday. Integrity today. Trust tomorrow.

These can be printed on shirts, chanted at outreach events, displayed on posters, or used as outro lines in short documentary clips or radio dramas.

**f. Hashtag Anchors:** #JusticeForAll #JusticeAndHealingForAll #RoadToJustice #RoadtoJusticeLiberia #NoMoreImpunity #TransitionalJusticeLIB #OWECCLiberia #OWECCCL

**g. Guiding Principles for Messaging:** OWECC-L's communications are guided by a set of principles designed to resonate with all Liberians. Messages must be:

- **Clear, consistent, and easy to understand**, especially when explaining complex legal processes
- **Grounded in dignity and care**, centering victims' rights and using trauma-informed language
- **Culturally relevant**, using familiar words, imagery, and tone that reflect Liberian realities
- **Civic-minded**, promoting shared responsibility and national ownership
- **Inclusive and accessible**, reaching all counties, age groups, genders, and abilities

Where appropriate, vetted voices of perpetrators who express remorse may be included to support national dialogue and healing. These messages must be handled with care and only shared through controlled, trauma-informed platforms such as dialogue sessions or documentary formats.

More detailed messaging adaptations and rollout approaches are outlined in Parts II and III.<sup>11</sup>

### **Strategic Recommendations**

To fully realize its communications objectives and strengthen both internal coherence and external impact, OWECC-L should prioritize the following next steps:

- **Invest in Internal Capacity Building:**
  - Facilitate quarterly training sessions for internal staff and external media partners; introduce media monitoring tools; annual staff retreat
  - Hire a Content Officer or establish partnerships to support production of multimedia materials (high quality photo, video, graphics, animations)
- **Develop a Six-Month Content Calendar:**
  - Align editorial planning with institutional milestones and national moments (key dates); organize quarterly campaigns, monthly themes and weekly formats
  - Tailor messaging for each core audience group using Liberian standard English, local dialect translations
  - Define audience-specific calls to action and align KPIs to monitor reach, engagement, and public trust (e.g. explainer videos, survivor quotes, weekly updates: "join us on the road to justice")
  - Maintain regular output (min. 3x/week) on two core social media channels; run one focused campaign per quarter

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<sup>11</sup> For additional audience-specific messaging styles, outreach tactics, and communication channels, see Parts II and III. Full message application charts, tone guidance, and creative use examples (including localized Liberian English) are provided in Annex 2: Message Usage Guidance.

- **Develop Institution’s Brand Toolkit:**
  - Build a digital media archive and brand toolkit: include logo files, font specifics, HEX/RGB codes, photography, and templates for press materials and presentations, promotional items (staff ID cards, pens/shirts/caps, banners)
- **Refresh Institution Brand Assets:**
  - Design & produce OWECC-L pull-up banners
  - Refresh the brochure, simplify language and align visuals
  - Redesign the website as a storytelling-first platform that clearly explains OWECC-L’s mandate, process
- **Expand Partnerships:**
  - Regular updates to partners, diaspora, and media via accessible digital platforms (monthly email newsletters and WhatsApp communities)
  - Finalize pending MOUs and launch collaborations with media networks to support co-production, fact-checking, and rural radio programming
  - Organize quarterly public lectures, seminars, and round-table discussions to engage with citizens on the establishment of the courts

Effective communication is a cornerstone of public trust. As OWECC-L advances its mandate, this strategy will serve as both compass and catalyst, guiding institutional voice and visibility as Liberia journeys toward justice, accountability, and national restoration. #RoadToJustice

## Part II: National Public Outreach Strategy

### Introduction

A new tomorrow for Liberia.

Transitional Justice in Liberia is more than trials or laws. It’s about truth-telling, national healing, and restoring dignity. It’s about mobilizing public will and rebuilding trust in institutions.

OWECC-L, as the lead institution tasked with preparing Liberia’s War and Economic Crimes Court (WECC) and Anti-Corruption Court (NACC), carries both the technical mandate and the public responsibility. But this cannot be done alone.

This moment is bigger than a mandate; it is a movement. The mandate provides the legal path but the movement requires the people’s power. And communication is the bridge.

This strategy outlines how OWECC-L will coordinate national outreach along with civil society, media, victims, diaspora, women and youth, and minority groups to build a unified, people-centered narrative for justice.

This section lays out the *how*:

- How to reach Liberians across counties and communities
- How to communicate with clarity, consistency, and care

- How to activate partners and scale impact together

It builds on the Messaging Framework in Part I and focuses on:

- Audience segmentation
- Trauma-informed tone and messaging
- Channel selection (radio, digital, community, visual)
- Co-creation of a shared national narrative

The message is clear: OWECC-L leads the process. But justice is everyone's business.

***Join Us on The Road to Justice.***

### **Outreach Tools & Channels**

To engage the public across counties and platforms, this strategy leverages a mix of low- tech and digital tools, traditional media, and community-driven experiences. These tools prioritize access, trust, and visibility to match the message to the moment.

#### **Key Outreach Tools**

- **Multimedia:** Photos, testimonial videos, explainer animations, documentary clips
- **Digital & Social:** Website, email newsletters, WhatsApp groups, Facebook, Instagram, YouTube
- **Traditional Media:** Local radio, newspapers, press briefings, online TV
- **Print:** Flyers, brochures, stickers, banners, billboards, branded merchandise (t-shirts, caps, vests)
- **Community Engagement:** Megaphone messages, town halls, Palava huts, mobile outreach
- **Advertisement:** Radio jingles & dramas, SMS blasts, billboards, social media ads
- **Events & Experiences:** Campaign launches, school clubs, murals, mini-museum, capacity-building retreats

### **Audience Segmentation**

To move Transitional Justice from a technical process to a national movement, outreach must be relational. This means tailoring communication not just by institutional titles, but by function and influence within Liberia's social fabric.

OWECC-L's strategy identifies six key audience groups, each playing a unique role in shaping the national conversation around justice. From government officials shaping policy to artists shaping culture, from victims sharing truth to diaspora advocates amplifying it: the path forward requires all voices.

While some individuals fall into various segments, this segmentation allows every campaign, message, and touchpoint to be tailored and intentional, ensuring that Liberians don't just receive information, they recognize themselves in it.

### Messaging Guidance by Audience

Once segmented, messaging must be trauma-informed, audience-relevant, and rooted in shared principles. These are the tools and tone that help translate truth into trust.

#### **a. Campaign Pillars**

The campaign pillars guide *outreach activities*, structuring content, programming, and community engagement.

- Truth Telling & Testimony
- Legal Literacy & Civic Education
- Cultural & Media Engagement
- Participation & Public Dialogue

#### **b. Proposed Engagement Methods by Audience**

<b>Audience Group</b>	<b>Messaging Style</b>	<b>Outreach Channels</b>	<b>Tactics</b>	<b>Call to Action</b>
Institutional Stakeholders (Gov't, Judiciary, INCHR, UN, Donors)	Strategic, coordinated, policy-focused. "OWECC-L is not the court - it's the builder."	Briefings, dashboards, emails, WhatsApp, MOUs	Policy clarity, coordination updates, shared narratives to align public engagement	Align your messaging. Support public engagement. Reinforce trust.
Community Partners (CSOs, survivor & youth orgs, faith leaders, town criers)	Empathetic and practical. "Justice is everyone's business."	Town halls, local radio, WhatsApp, flyers, megaphones, town criers	Community forums, rural radio, flyers, megaphones, WhatsApp groups, mobile outreach	Join justice dialogues. Mobilize your community.
Narrative Shapers & Amplifiers (Media, artists, influencers)	Bold, creative, clear. "We're not rewriting history. We're writing what was never fully written."	Radio, Facebook, TikTok, exhibitions, email newsletter	Press briefings, weekly radio shows, toolkits, interviews, creative co-productions	Tell stories that heal. Use your voice to move the nation.

Diaspora Voices (Global Liberians, academics, digital advocates)	Hopeful and connective.  “Justice for yesterday, today, and tomorrow.”	Zoom, newsletters, social media, town halls	Digital town halls, webinars, update digests, video series	Share the message. Amplify survivor voices.
General Public (Everyday citizens, esp. rural/youth)  Population Census: <ul style="list-style-type: none"> <li>Youth born during or after civil crises = 74%</li> <li>Those born prior to = 26%</li> </ul> *These distinct demographics of the general public have different perspectives on this process; therefore, messaging should be guided based on age/experience as well as channels and tools by which they receive information.	Clear, local, visual.  “Justice dah everybody business.”	Radio, schools, SMS, posters, local dramas	Explainer series, justice clubs, mobile awareness, dramas, street theater, local language radio, SMS, posters, school clubs, social media	Get involved. Know the process.
Victims (War-affected individuals/families)	Dignified and validating.  “You are not forgotten. Justice is your right.”	Safe dialogues, CSOs, media features	Testimony videos, support outreach, survivor groups, private listening forums, secure referral networks	Your truth matters. Support is available.

## Part III: Implementation Plan

### Purpose & Approach

This section outlines how OWECC-L and its partners will operationalize the Public Outreach Strategy; its coordinating roles, timelines, and resources to deliver clear, inclusive, and impactful outreach across Liberia.

Effective implementation ensures Transitional Justice is not just a policy commitment, but a lived national process. With limited resources, trust must be built through consistent engagement, community participation, and strategic partnerships.

OWECC-L leads this effort in alignment with its Institutional Roadmap, while partners including CSOs, media, survivor networks, and diaspora communities, support rollout and amplification across sectors and counties, moving the communications vision from intention to impact.

**Implementation Goals:**

- Translate strategy into coordinated public action
- Roll out communications in clear, manageable phases
- Leverage partnerships to maximize reach and credibility
- Remain responsive to public sentiment and context

Justice cannot be achieved through information alone - it must be heard, seen, and felt. This plan outlines how to make that happen.

**Partnership Opportunities**

Effective implementation of this strategy requires OWECC-L to lead with clarity while activating a network of partners to scale outreach and build public trust. While the institution holds the national mandate, success will depend on collaboration, consistency, and shared accountability.

OWECC-L is the primary driver of this strategy. Its Communications and Media Division will, under the leadership of the Executive Director:

- Oversee the rollout of the national communications strategy
- Develop and disseminate content and public messaging
- Coordinate stakeholder inputs and ensure internal alignment
- Identify funding gaps and align with resource mobilization efforts
- Lead media relations and national narrative-building

**Key Implementation Partners / Roles & Responsibilities<sup>12</sup>**

	<b>Lead Actor</b>	<b>Primary Responsibilities</b>
<b>INTERNAL</b>	<b>OWECC-L Executive Director</b>	Executive Director oversees strategy oversight, content production, stakeholder coordination, internal alignment
	<b>OWECC-L Public Affairs &amp; Media Division</b>	Content Producers manage development and publication of short-form videos, animations, survivor profiles, FAQs, adapted to accessible formats (braille, sign language, etc.)
	<b>OWECC-L ICT Division</b>	

<sup>12</sup> OWECC-L will lead the core implementation of this strategy. In the current international and financial context, strong partnerships with CSOs, creatives, and community actors will be essential. UN agencies may advise and contribute strategically, but day-to-day execution and monitoring will largely depend on national actors.

<b>EXTERNAL</b>	<b>UN and other Technical Partners</b>	Capacity-building, funding coordination, high-level communications coordination when possible
	<b>CSOs &amp; Professional Organizations</b>	Lead grassroots engagement through community engagement, local storytelling
	<b>Media</b>	Produce and distribute content for radio, TV, print, and digital channels
	<b>Diaspora</b>	Social sharing, webinars, fundraising engagement, and international solidarity

### Phased Rollout Plan

To build momentum and public ownership, this strategy unfolds in five interconnected phases from Q2 2025 through 2033. Each phase builds on the last, moving from awareness to participation, and ultimately, national legacy. This communications strategy is focused primarily on the next three: Activation, Engagement, and Expansion—beginning in Q3 2025 through 2031.

This is a living document that will evolve over time, guided by available resources, institutional capacity, and lessons learned; *and OWECC-L's progress with its roadmap and each phase is contingent on the progress and outcomes of the one before it, ensuring an adaptive and responsive approach to national outreach.*

<b>Phase</b>	<b>Timeline</b>	<b>Narrative Focus</b>	<b>Primary Goal</b>	<b>Lead</b>
<b>Preparation</b>	April - June 2025	Finalization and internal alignment	Finalize strategy, align partners	OWECC-L
<b>Activation</b>	July – December 2025	“Justice for All” / “Justice & Healing for All” is introduced publicly	Build national recognition and baseline understanding; prepare outreach tools	OWECC-L, Media & CSOs
<b>Engagement</b>	January – December 2026	Communities speak, question, and connect. Build awareness around justice processes.	Foster national dialogue and shared storytelling	CSOs & Community Actors
<b>Expansion</b>	January 2027 – 2031	Ground-level momentum builds as courts begin operations	Ramp up activation and prepare the public for court openings	OWECC-L, CSO & Gov't

<b>Legacy</b>	2032 – 2033	Justice takes root; document milestones and long-term impact.	Reinforce trust as courts operate; document legacy	OWECC-L & National Partners
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Contingent upon the operationalization of the NACC, this strategy focuses primarily on three phases (Q3 2025 – 2031), with subsequent phases included for long-term planning and alignment with national milestones. Awareness and Engagement will be a continuous process throughout the establishment of the courts.

*(BREAKDOWN)*

**Phase 1: Preparation (April - June 2025)**

Complete & reflected in this document.

**Phase 2: Activation & Awareness (July – December 2025)**

**Goal:** Build visibility, clarity, and foundational support for the War and Economic Crimes Court initiative and NACC activities.

**Key Actions:**

- Launch a national public awareness campaign using multi-platform storytelling.
- Host town halls and community listening sessions in **key counties**.
- Partner with local radio and community-based organizations to disseminate messages in local languages **key dialects**.
- Begin stakeholder briefings with civil society, religious, and traditional leaders.

**Lead Actors:** OWECC-L Secretariat, CSOs, Media Houses, Communications Consultant;

**Key Outputs:**

- Branded campaign toolkit
- Content Strategy & activate content plan across owned channels
- County media rollout

**Monitoring & Learning:**

- Track reach and response of initial public messaging (e.g., radio, digital, town halls)
- Gather early feedback from partners, media actors, and community messengers
- Identify quick wins and areas needing refinement

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### **Phase 3: Engagement & Mobilization (January – December 2026)**

**Goal:** Deepen public understanding and prepare Liberians for the establishment of the courts.

**Key Actions:**

- Launch national dialogue series (radio + in-person) focused on justice, reconciliation, and accountability.
- Roll out mobile caravan campaigns across rural communities.
- Commission testimonial video series featuring victims and advocates.
- Integrate IEC materials into schools and youth clubs.
- Host training with Media professionals within the Transitional Justice landscape.

**Lead Actors:** MOJ, OWECC Secretariat, Ministry of Education, Ministry of internal Affairs, Peace Building PBO, Ministry of Youth and Sports; Traditional Leaders, Anti-graft institutions - LACC, GAC, IAA, FIA, Ombudsman, Assets Recovery Office (see Annex for full definitions and roles), CSO Networks;

**Key Outputs:**

- 3-part documentary series
- Weekly radio programming (national + community stations)
- Toolkit distribution in 10+ counties
- Curriculum inserts developed and distributed

**Monitoring & Learning:**

- Monitor participation in forums, school clubs, and diaspora events
- Assess message uptake across media and influencer partnerships
- Collect stories and quotes for adaptive storytelling use

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### **Phase 4: Expansion (January 2027 – 2031)**

**Goal:** Sustain momentum and integrate the justice narrative into national consciousness as NACC becomes operational.

**Key Actions:**

- Establish Justice Information Hubs in at least 3 regions.
- Launch a digital archive and storytelling portal.
- Collaborate with local universities and media schools on documentation & research.
- Initiate handover and institutionalization of comms channels to national actors.

**Lead Actors:** OWECC-L/NACC/WECC, Ministry of Information, Ministry of Education, Ministry of Internal Affairs, Peace Building Office (PBO), Ministry of Youth and Sports; University Partners, Psychosocial Institutions; Traditional Leaders, Anti-graft institutions: LACC, GAC, IAA, FIA, Ombudsman, Assets Recovery Office (*see Annex for full definitions and roles*), CSO Networks;

**Key Outputs:**

- National archive website
- Localized info centers
- Justice Ambassadors Network
- Final transition report

**Monitoring & Learning:**

- Evaluate audience shifts in trust, understanding, and ownership
- Document best practices from creative campaigns and community co-productions
- Begin planning for sustainability and legacy documentation

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**\*Phase 5: Legacy (2032 – 2033)**

*Contingent upon the operationalization of the courts.*

**Resource Considerations: Matching Outreach with Means**

OWECC-L is responsible for managing its communications budget and aligning activities with available resources. While no specific figures are included in this strategy, detailed budgeting will be developed through phased implementation, beginning with the six-month plan. Support from partners, both financial and in-kind, and creative collaboration will be essential to maximize impact and extend the reach of this work.

The activities below are grouped by cost and effort level, helping OWECC-L and its partners plan outreach for intended impact, available resources, and partner capacity. Many impactful efforts can be led through collaboration, community networks, and existing media infrastructure.

**Low-Cost / Low-Effort**

*Quick wins; partner-supported sharing and dissemination*

- Flyers: Refreshed design in accessible formats and local dialects
- Social Media: In-house digital content (short videos, quote cards, explainer graphics)
- WhatsApp Messaging: Easily deployable updates to reach both rural and urban partners
- Digital Engagement: Zoom town halls, monthly newsletters

## **Medium-Cost / Moderate Effort**

### *Partner-supported rollouts; co-production and mobilization*

- Website Redesign: Central digital hub for updates, FAQs, and resources
- Billboards & printed branded merchandise
- Multimedia Co-Productions: “*Talk Truth*” radio show, survivor story segments aired on rural stations, influencer-led storytelling challenges
- Animated Explainer Videos: Simple, short, localized explainers on WECC, NACC, and OWECC-L’s activities
- Community Dialogues: Town halls, Palava hut-style conversations, Megaphone announcements and town criers (in partnership with CSOs)
- School Outreach & Justice Clubs: Youth-centered civic education and dialogue
- Media Capacity Building: Transitional Justice training for journalists and content producers

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## **High-Cost / High-Effort**

### *Flagship national campaigns with multi-partner coordination*

- Testimonial Video or Documentary Series: Victim-centered stories for national broadcast and digital sharing
- Justice Mural Installations: Public art campaigns co-created with local artists and youth
- National “Justice Week” Campaign: multi-county initiative/activation with coordinated events, concerts, parades, sports and civic dialogues

Where possible, high-effort initiatives should be phased or piloted in collaboration with media houses, artists, and development partners to ensure scalability and sustainability. The outreach strategy remains flexible to adapt across counties and budget scenarios, keeping public trust and engagement at the center.

Over the next three months, OWECC-L’s priority will be to activate its owned communications channels: including updating its website & brochure, establish consistent content production for social media (Facebook & Instagram), flyers, WhatsApp partnership chat rooms, to establish a strong, credible foundation for public engagement. These low- cost, high-impact tools are within immediate reach and can position OWECC-L as the national hub for justice-related information. OWECC-L can enable community partners, media, and amplifiers to confidently echo and expand the message. Focusing on these accessible activities in Phase 2 will not only build visibility and trust but it will also set the tone for all future outreach and ensure the institution leads by example. Additionally, producing content around pillars like Testimony & Victims’ stories, Explainers & Legal Awareness, Behind-the-Scenes / Institutional Process (FAQs), Youth, Children, and Diaspora Voices, and Cultural Expressions as related to Transitional Justice impact can strengthen its narrative voice now.

## **Monitoring & Learning**

OWECC-L will need to define clear metrics of success across outreach, engagement, and narrative impact. While detailed KPIs will be finalized as part of the six-month strategy development and rollout, this version provides the foundation for alignment. Regular feedback loops with partners, community actors, and the public will support adaptive learning throughout implementation.

## **Part IV: Summary & National Call to Action**

Justice is a journey we take together. Liberia stands at a critical crossroads between remembrance and renewal, where impunity is the wall of separation.

As Liberia prepares for the establishment of the War and Economic Crimes Court (WECC) and the National Anti-Corruption Court (NACC), this national strategy is a call to every citizen, victim, ally, and institution: **your voice matters**.

This is a call to remember the past: not to relive it, but to redeem it. A call to ensure that the war and economic crimes of yesterday do not become the inheritance of Liberian youth tomorrow.

From the Legislature to market women selling bitterballs under the December sun, from bike boys at the junction to Liberians in the diaspora, every person deserves to understand this journey, claim a role in it, and own the process.

Together, through truth-telling, civic education, cultural engagement, and inclusive dialogue, we will shape a collective narrative grounded in dignity, memory, and accountability.

The road ahead includes:

- National consultations and public dialogue
- Awareness campaigns and school-based programs
- Community forums and media partnerships
- The operationalization of NACC & WECC
- Ongoing political will and support to the Transitional Justice process

Effective implementation will require not only coordination but capacity building; dedicated communications support, trauma-informed messaging, visual storytelling, and sustained partner collaboration.

This moment is not just for the past we survived, but for the future we all deserve.

With coordination, creativity, and clarity, OWECC-L and its partners can move this strategy from paper to the people it's meant to serve.

***Join Us on The Road to Justice.***

#JusticeForAll #JusticeandHealingForAll #RoadToJustice #NoMoreImpunity #OWECCCL  
#TransitionalJusticeLib

## Annexes & References

- Annex 1: Stakeholder Mapping & Engagement Matrix
- Annex 2: Message & Usage Guidance
- Annex 3: OWECC-L Institutional Roadmap
- Annex 4: Reference Documents

### Annex 1: Stakeholder Mapping & Engagement Matrix

**Purpose:** To identify, categorize, and begin mapping engagement strategies for key stakeholders essential to the successful development and implementation of OWECC-L's public outreach and communications strategy. This mapping ensures inclusivity and alignment with the goals outlined in Executive Order 148 and the broader Transitional Justice mandate.

Engagement efforts will prioritize a cross-section of stakeholders to ensure that the strategy is grounded in a collaborative and victim-centered approach that recognizes the critical role of institutions, civil society, and communities in Liberia's Transitional Justice process.

#### **Stakeholder Segments for Public Outreach & Communications**

1. Internal Divisions (within OWECC-L)
2. Government Ministries & Agencies
  - a. Traditional leaders
3. Diplomatic Missions & International Development Partners
4. Media & Communications Partners
5. Professional Organizations
6. Research & Documentation Partners
7. Civil Society Organizations (CSOs)
  - a. Women's Rights Groups
  - b. Victims' Groups & Survivors' Networks
  - c. Youth Groups
  - d. Student Programs
  - e. Religious/Interfaith
  - f. Disability Representatives
  - g. Sexual Minority Groups
  - h. Other groups similarly situated.

## 1. Internal Stakeholders

Stakeholder	Category	Role/Interest
OWECC-L DIVISIONS <sup>13</sup> : <i>Institutional alignment, coordinated messaging, and operational coherence</i>		
War Crimes	Internal	Legal expertise, case development
Anti-Corruption		Legal framework and prosecution
Media & Public Affairs		Communications execution
Research & Records		Archive management, historical data
Information Communications Technology (ICT)		Digital infrastructure, website, security
Psycho-Social & Mental Health		Survivor support and trauma response
Gender & Youth		Victim-centered services, survivor inclusion
Operations Division		Logistical support, security
Administration		Logistical & administrative support
Finance		Budgeting, logistical support

<sup>13</sup> OWECC-L is divided into divisions, departments, sections and units for particular administrative and internal control reasons.

## 2. Government Ministries & Agencies

Stakeholder	Category	Role/Interest
<b>GOVERNMENT AGENCIES: <i>To align messaging and ensure consistent public information delivery</i></b>		
Ministry of Justice (MOJ)	Government	Policy coordination, legal reform
Ministry of Health - Mental Health Unit (MOH)		Mental health & survivor support
Ministry of Internal Affairs - Peace Building Office (PBO) (MOI)		Community Coordination
Ministry of Gender, Children and Social Protection		Gender equality, survivor protection, social inclusion
Ministry of Information (Cultural Affairs & Tourism) (MICAT)		Public communication, media coordination
Ministry of Foreign Affairs (MOFA)		Diplomatic coordination
Liberia Law Reform Commission (LRC)		Legal review
Independent National Commission on Human Rights (INCHR)		Human rights enforcement
National Commission on Disabilities (NCD)		Disability inclusion and accessibility
Governance Commission (GC)		Advises on reforms; supports policy and civic education
<b>ANTI-GRAFT: <i>To promote transparency, build public trust, and integrate anti-corruption messaging within the Transitional Justice framework</i></b>		
Liberia Anti-Corruption Commission (LACC)	Government: Integrity Entities	Financial transparency and corruption investigation
Liberia Revenue Authority (LRA)		
Financial Intelligence Agency (FIA)		

General Auditing Commission (GAC)		
Internal Audit Agency (IAA)		
Public Procurement and Concessions Commission (PPCC)		
Asset Recovery		
Ombudsman Office		
Liberia Extractive Industries Transparency Initiative (LEITI)		
Independent Information Commission (IIC)		
<b>TRADITIONAL LEADERS: <i>To facilitate local dialogues within their local communities</i></b>		
Traditional Leaders		Facilitate community dialogues

### 3. Diplomatic Missions & International Development Partners

Stakeholder	Category	Role/Interest
<b>UNITED NATIONS: <i>To support message funding, strategic visibility, and cross-sectoral alignment</i></b>		
UN Resident Coordinator	United Nations	Technical, advisory and policy support
The Office of the United Nations High Commissioner for Human Rights (OHCHR)		

United Nations Country Team: United Nations Development Programme (UNDP) UN Women United Nations International Children's Emergency Fund (UNICEF) United Nations Population Fund (UNFPA)		
Office of Rule of Law and Security Institutions (OROLSI)		

**DIPLOMATIC: *As amplification partners and for public legitimacy at national and international levels***

Diplomatic Missions	Diplomatic	Policy, funding, and technical support
European Union		
African Union		
ECOWAS		
Mano River Union (MRU)		

**INGOs: *To leverage global expertise and align with international best practices***

International Development Law Organization (IDLO)	International NGO	Legal development
The Carter Center		Mental Health partnership

**4. Media & Communications Partners**

Stakeholder	Category	Role/Interest
<b>MEDIA PARTNERS: <i>Essential for traditional and digital media coverage, narrative framing, and countering misinformation</i></b>		
Press Union of Liberia (PUL)	Media	Media standards and access

Judicial Reporters		Legal reporting
Local Voices Liberia		
New Narratives		Narrative development and storytelling
Daily Talk		
Orange (Foundation/Digital Center)	GSM	Digital space access, SMS engagement

## 5. Professional Organizations

Stakeholder	Category	Role/Interest
<b>PROFESSIONAL ORGANIZATION(s):</b> To leverage legal expertise and professional credibility in shaping public narratives		
Liberia National Bar Association (LNBA)	Professional Organizations	Foster public trust in the rule of law, and amplify informed advocacy

## 6. Research & Documentation Partners

Stakeholder	Category	Role/Interest
<b>RESEARCH &amp; DOCUMENTATION PARTNERS:</b> To integrate findings into outreach materials; explore data collaborations for survivor-centered storytelling		
Ducor Institute for Social and Economic Research	Academic / Research Institution	Evidence-based justice processes and public awareness
Kofi Annan Institute for Conflict Transformation (KAICT)		
Louis Arthur Grimes School of Law/Law Students Association		University legal education; Outreach multipliers and youth engagement hubs through public discourse, research, and internships
University of Liberia (UL)		

## 7. Civil Society Organizations (CSOs)

Stakeholder	Category	Role/Interest
<b>CIVIL SOCIETY ORGANIZATIONS:</b> For grassroots outreach, legitimacy, and community-based dissemination		
Transitional Justice Working Group (TJWG)	CSO/Network	National outreach, community input; key implementation partner
National Coalition of Civil Society Organizations (NCCSO)		Policy advocacy, community voice

National Coalition of Civil Society Organizations (NCCSO)	CSO / Network	Policy advocacy, community voice
National Civil Society Council of Liberia (NCSCCL)		
CSO Human Rights Advocacy Platform		
Association of Female Lawyers (AFELL)		
SAWABENU		
Liberia Coalition of Human Rights Defenders (LCHRD)		
I-campus Accountability Lab		Technology partner
Integrity Watch Liberia		Promotes transparency, accountability, and anti-corruption
Liberia Association of Psychosocial Services (LAPS)	CSO / Psychosocial Support	Trauma-informed care and psychosocial support
<b>VICTIMS' GROUPS: <i>To center survivor voices in messaging and foster trust in the justice process</i></b>		
Liberian Massacre Survivors Association (LiMASA)	Victims' Group	Survivor based storytelling that validates lived experiences
<b>WOMEN'S GROUPS: <i>Critical to ensure gender-responsive and community-accepted messaging</i></b>		
The Women's NGO Secretariat of Liberia (WONGOSOL)	Women's Rights Organizations	Women's rights inclusion

Organization for Women and Children (ORWOCH)		
Women in Peacebuilding Network (WIPNET)		
Rural Women Association		
<b>CHILDREN &amp; YOUTH ENGAGEMENT: <i>To engage younger demographics and expand reach through digital channels</i></b>		
Federation of Liberian Youth (FLY)		
Youth Network for Positive Change (YOUNETPO)	Youth Coalition	Youth engagement, Transitional Justice
MANO River Youth Parliament President's Young Professional (PYP)		
<b>RELIGIOUS GROUPS: <i>Influential in shaping public opinion and building trust in rural and urban communities alike</i></b>		
National Muslim Council		
Liberian Council of Churches (LCC)	CSO/Religious & Community	Peacebuilding and community trust
Lutheran Church in Liberia Trauma Healing and Reconciliation Program (LCL-THRP)		
<b>MINORITY GROUPS: <i>Ensure survivor-centered narratives, validate lived experiences, and co-create messaging</i></b>		
National Union of Organizations of the Disabled (NUOD)		
Disabled Children and Female Empowerment Network (DCFE-Network)	CSO/Disability Coalition	Disability inclusion: Physical, behavioral, developmental, and sensory

National Committee on Disabilities (NCD)		
Christian Association of the Blind (CAB)		
Liberian Initiative for the Promotion of Rights, Identity and Equality (LIPRIDE)	NGO/CSO	Sexual Minority Groups

Building on initial consultations with OWECC-L’s internal divisions and early engagement through the National Transitional Justice Coordination Committee (NTJCC),<sup>14</sup> the next phase of the stakeholders’ engagement plan will prioritize targeted outreach to key actors across government, civil society, media, survivor networks, youth organizations, minority groups and international partners – individual and group interactions.

The following organizations have been shortlisted for immediate engagement:

**Government of Liberia (GOL)**

- Ministry of Justice (MOJ)
- Ministry of State (MOS)
- Ministry of Information Cultural Affairs & Tourism (MICAT)
- Ministry of Youth and Sports
- Ministry of Gender
- Liberia Anti-Corruption Commission (LACC)

**Diplomatic Missions & International Development Partners**

- UN Transitional Justice Working Group
- Swedish Embassy
- The Carter Center

**Media & Communications Partners**

- Press Union of Liberia (PUL)
- New Narratives

**Civil Society Organizations (CSOs)**

- Coalition/Network: CSO Human Rights Advocacy Platform
- Law Association: Association for Female Lawyers (AFELL)

**Academic / Research**

- Kofi Annan Institute for Conflict Transformation (KAICT)
- Ducor Institute for Social and Economic Research

**Women’s Groups**

- Rural Women
- Women’s NGO Secretariat of Liberia (WONGOSOL)
- Women in Peacebuilding Network (WIPNET)

**Youth Groups**

- Youth: Federation of Liberia Youth (FLY)

<sup>14</sup> A monthly forum led by OWECC-L that brings together government, international partners, professional organizations, and CSOs to coordinate accountability and Transitional Justice efforts.

### **Minority Groups**

- Liberian Massacre Survivors Association (LIMASA)
- National Union of Organizations of the Disabled (NUOD)
- Liberian Initiative for the Promotion of Rights, Identity and Equality (LIPRIDE)

### **Religious Groups**

- Liberian Council of Churches (LCC)
- Liberia Muslim Council

Guided by the stakeholder matrix included in the consultant's Inception Report, the next steps include interviews with key partners to map communication preferences and identify opportunities for co-creation.

## **ANNEX:**

### **Stakeholder Engagement Plan**

Stakeholder engagement is a central pillar of the communications and outreach strategy, ensuring the inclusivity, relevance, and legitimacy of OWECC-L's work. Key stakeholder groups and engagement strategies are outlined below:

#### **Stakeholder Group**

- **Internal Divisions:** War Crimes, Anti-Corruption, Media & Public Affairs, Research & Operations, Gender & Youth, Psycho-Social & Mental Health, ICT, Finance, Admin
- **Government:** Ministry of Justice (MOJ), Ministry of Health (MOH), Anti-graft Agencies
- **Development Partners:** Office of the United Nations High Commissioner for Human Rights (OHCHR), USAID, European Union (EU), African Union
- **Media Partners:** Press Union of Liberia, Judicial Reporters, Local Voices Liberia, New Narratives
- **Civil Society Organizations (CSOs):** Women's rights groups, youth-led movements (e.g., YOUNETPO), trauma and Transitional Justice networks (e.g., Kofi Annan), victims' groups
- **Academic Institutions & Internships:** Universities and student programs to support outreach and cultivate future ambassadors for justice

#### **Engagement Methods**

- Individual stakeholder interviews (virtual or in-person)
- Strategic group meetings and working sessions
- Thematic focus group discussions
- Joint outreach or media campaigns (where applicable)

This multi-tiered approach will support collaborative implementation, reinforce public trust, and amplify the reach of OWECC-L's messaging and initiatives.

## **Annex 2: Message and Usage Guidance**

### **a. Institutional Core Messages** *(to build clarity, visibility, and public trust)*

Sample Message: “OWECC-L is preparing the courts that will bring justice for Liberia’s past and present crimes because corruption and war are the reasons our country still suffers today. This is not about revenge. It is about accountability, fairness, and the future.”

<b>Message</b>	<b>When to Use</b>
OWECC-L is not the court. It is the builder.	Anytime there's confusion about the Office's role. Clearly separates OWECC-L from the courts.
We are preparing the courts that will hold people accountable for past war crimes and current corruption.	In brochures, briefings, press releases, to clarify the dual mandate.
Our mandate is to coordinate the creation of the War and Economic Crimes Court and the Anti-Corruption Court, not to conduct trials.	For media, government partners, civil society briefings.
This process is national, legal, and professional, not political or revenge-driven.	When responding to fear-based narratives or misinformation.

### **b. Public-Facing Key Messages** *(for outreach, awareness campaigns, town halls, media)*

Sample Message: “Justice is a right, not a risk.”

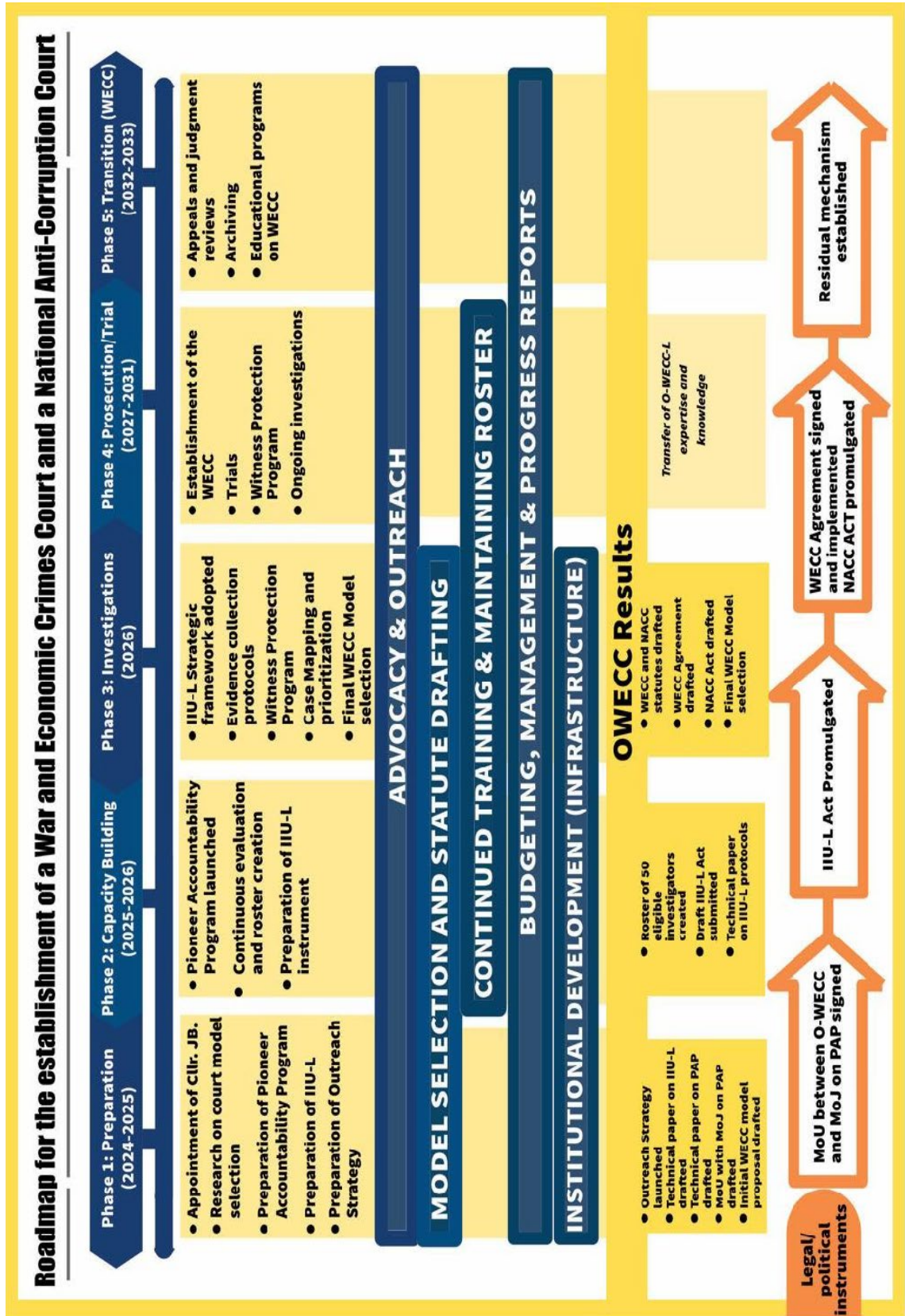
<b>Message</b>	<b>Use With</b>
Justice for All.	As the anchor slogan - the north star.
Justice & Healing for All.	As a tagline for public-facing materials for the National Launch theme.
Join us on the Road to Justice.	The official call-to-action for all engagement & outreach.
The war ended, but impunity did not.	For community engagement, radio shows, digital content.

<p>Corruption weakens our country from the inside out.</p> <p>Corruption is a threat to our dignity, our development, our future, and our children.</p>	
<p>Justice is not revenge. It's how we prevent the past from repeating.</p>	<p>Countering public fear, addressing sensitive audiences.</p>
<p><i>"Lah killing and stealing spoil our country. Ley trial dah ley way forward."<sup>15</sup></i></p>	<p>In local dialects or dramatized content; connects emotionally and culturally.</p>
<p>Every Liberian has a role in justice. <i>"Justice dah everybody business."</i></p>	<p>Town halls, school outreach, diaspora events.</p>
<p>Delayed justice is not denied justice. Now is the time.</p>	<p>During high-level events or public launches.</p>
<p>Justice is a human right.</p>	<p>Advocacy spaces, CSO collaborations, human rights programming.</p>
<p>Accountability brings peace not confusion.</p>	<p>Direct response to narratives that justice will lead to instability.</p>
<p>Going to court doesn't mean you are guilty. Come and clear your side.</p> <p><i>"Court not for shame - eh for truth." "If your name deh, come clear your side."</i></p>	<p>Alleged perpetrators; Community forums, rural radio, explainer materials for alleged perpetrators</p>
<p>I hurt people. But today, I choose accountability.</p> <p>If we don't tell the truth, our children will carry our silence as a burden.</p>	<p>Remorseful perpetrators (controlled platforms).</p>

<sup>15</sup> Phrases in italics and quotation marks reflect examples of simplified Liberian English for outreach materials intended for community and rural audiences.

**Annex 3: OWECC-L Institutional Roadmap**

Report on achievements and next steps for the establishment of the Special War and Economic Crimes Court and the National Anti-Corruption Court, submitted to H.E. Joseph N. Boakai, Sr. in June 2025.



## **-Annex 4: Reference Documents**

The development of this Communications Strategy was informed by national policy documents, institutional roadmaps, international best practices, and key stakeholder contributions which shaped the strategy's structure, tone, and implementation plan.

### Core Institutional & Policy Documents

- **Truth and Reconciliation Commission of Liberia.** (2009). *Findings and Recommendations of the Truth and Reconciliation Commission of Liberia on Justice, Reconciliation, and Reparations.* Retrieved from <https://www.trcofliberia.org/resources/reports/final/trc-final-report-volume-1-full.pdf>
- **Executive Order No. 131.** (May 2, 2024). *Establishing the Office of the War and Economic Crimes Court for Liberia.* Retrieved from <https://www.emansion.gov.lr/sites/default/files/documents/Signed%20Copy%20of%20EO%20131%20War%20%26%20Economic%20Crime%20Court.pdf>
- **Executive Order No. 148.** (April 30, 2025). *Renewing Executive Order No. 131 establishing the Office of the War and Economic Crimes Court for Liberia (OWECC-L).*
- **House of Representatives of Liberia.** (April 8, 2024). *Joint Resolution No. 001/2024, Fifty-Fifth Legislature of Liberia.* Retrieved from [https://www.emansion.gov.lr/sites/default/files/documents/2024\\_JR\\_Resolution\\_001\\_2024\\_0105\\_2024\\_1.pdf](https://www.emansion.gov.lr/sites/default/files/documents/2024_JR_Resolution_001_2024_0105_2024_1.pdf)
- **OWECC-L.** (May 31, 2025). *Institutional Roadmap: Report on Achievements and Next Steps for the Establishment of the Special War and Economic Crimes Court and the National Anti-Corruption Court,* submitted to H.E. Joseph N. Boakai, Sr.

### International Guidance & Frameworks

- **African Union.** (n.d.). *African Union Transitional Justice Policy (AUTJP): Continental Framework on Truth, Justice, and Reparations.* Retrieved from [https://au.int/sites/default/files/documents/36541-doc-au\\_tj\\_policy\\_eng\\_web.pdf](https://au.int/sites/default/files/documents/36541-doc-au_tj_policy_eng_web.pdf)
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- **Joint UN Country Team.** (June 2025). *Joint Strategy on Transitional Justice in Liberia (Draft interagency coordination strategy to support Transitional Justice – internal draft, unpublished).*
- **United Nations Secretary-General.** (April 4, 2017). *Letter to the Security Council on Liberia.* Retrieved from [https://www.un.org/peacebuilding/sites/www.un.org.peacebuilding/files/documents/040417\\_sg\\_letter\\_of\\_4\\_april\\_liberia.pdf](https://www.un.org/peacebuilding/sites/www.un.org.peacebuilding/files/documents/040417_sg_letter_of_4_april_liberia.pdf)
- **United Nations.** (2023). *Secretary-General's Guidance Note on Transitional Justice: A Strategic Tool for People, Prevention and Peace.* Retrieved from [https://www.ohchr.org/sites/default/files/documents/issues/transitionaljustice/sg-guidance-note/2023\\_07\\_guidance\\_note\\_transitional\\_justice\\_en.pdf](https://www.ohchr.org/sites/default/files/documents/issues/transitionaljustice/sg-guidance-note/2023_07_guidance_note_transitional_justice_en.pdf)
- **United Nations OHCHR.** (n.d.). *Communications for Transitional Justice Guidelines: Best Practices for Public Outreach in Post-Conflict Settings.*
- **Republic of Liberia, Peacebuilding Office (PBO), Ministry of Internal Affairs.** (2013). *Strategic Roadmap for National Healing, Peacebuilding, and Reconciliation (2013–2030).* Developed with support from the United Nations Peacebuilding Commission.

