

**THE UNITED REPUBLIC OF TANZANIA
VICE PRESIDENT'S OFFICE**



**COMMUNICATION STRATEGY FOR THE PROJECT THE ECOSYSTEM BASED ADAPTATION
FOR RURAL RESILIENCE IN TANZANIA**



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List of abbreviations

BBC	British Broadcasting Corporation
CBOs	Community Based Organisations
CCA	Climate Change Adaptation
CNN	Cable News Network
CO ₂	Carbon dioxide
COVID	Corona Virus Disease
DVDs	Digital Video Disc/ Digital Versatile Disc
FBOs	Faith Based Organisations
IT	Information Technology
LGAs	Local Government Authorities
NGOs	Non-Governmental Organisations
SUA	Sokoine University of Agriculture
SWOC	Strengths, Weaknesses, Opportunities, Challenges
EBARR	Ecosystem based Adaptation for Rural Resilience
TV	Television
VPO - DE	Vice Presidents' Office – Division of Environment

Foreword

This communication strategy for Ecosystem based Adaptation for Rural Resilience (EBARR) project, has been developed in order to facilitate effective communication of various climate change adaptation information in order to create an enabling environment for processes, policies and implementation of strategies that focus on climate resilience in Tanzania.

The communication strategy is aimed at guiding communication within and between EBARR with target stakeholders and audiences to fulfil the functions that EBARR is mandated. Apart from being recipient of information from the project, stakeholders identified in this strategy have a role to play in its implementation. Therefore, joint efforts and collaboration between the project and stakeholders will result into successful implementation of the strategy.

This strategy is also expected to facilitate sharing the successes and exposing challenges encountered in the implementation of project activities. It is expected that the sharing of information will generate lessons learned and increase networking and national dialogues among key actors on issues of climate change.

Lastly, it is expected that information and knowledge that will be generated from implementation of this strategy will inform policy to improve decision making towards climate change adaptation, enhanced rural resilience and livelihoods diversification in the country.



Mary Ngelela Maganga
Permanent Secretary
VICE PRESIDENT'S OFFICE

Executive Summary

The Ecosystem Based Adaptation for Rural Resilience (EBARR) is a Project implemented through a Grant from the Least Developed Countries Fund (LDCF) - Global Environment Facility (GEF) and Supervised by United Nations Environment Programme (UNEP). The Vice President's Office (VPO) is the lead National Executing Agency responsible for carrying out the Project implementation on behalf of the United Republic of Tanzania (URT). The goal of the project is to strengthen climate resilience in targeted rural communities by building adaptive capacities to implement Ecosystem-based Adaptation approaches and diversifying livelihoods.

The project objective is to increase resilience to climate change in rural communities by strengthening ecosystem resilience and diversifying livelihoods. This will contribute to the overarching goal of reducing the vulnerability of rural populations. The project consists of three (3) components namely, Capacity to adapt to climate change through EbA approaches; EbA for rural resilience; and Knowledge management on climate change Adaptation and up-scaling. The project is taking place in four regions of the Mainland and one in the Zanzibar. The districts and regions include: Simanjiro district (Manyara region, Mainland); Mpwapwa district (Dodoma region, Mainland); Mvomero district (Morogoro region, Mainland); Kishapu district (Shinyanga region, Mainland); and Kaskazini-A district (Kaskazini Unguja Region, Zanzibar Island). The project will benefit up to 1,468,035 beneficiaries (or 298,631 households) in the selected districts of agro-pastoral farmers vulnerable to climate change impacts in drylands and coastal zone.

This communication strategy has therefore, been developed to bring about effective communication within project stakeholders and other audiences to improve stakeholders' capacity to adapt to climate change, increase resilience in project sites and strengthen information base on Ecosystem based adaptation.

The goal of this communication strategy is to ensure smooth and effective communication within project staff and between EBARR and its beneficiaries, relevant stakeholders, and general public. Target audience for the developed communication materials are categorised in three groups. The first group is the project beneficiaries and non-project beneficiaries in the project sites, the second group is the policy decision-makers, planning, agricultural advisory services at national and local level and the third group is the general public. This communication strategy focuses on the informal education channels in order to achieve its objectives. This is because there is a great role to be played by the informal education/dissemination channels in creating awareness and dissemination including information about ecosystem adaptation for rural resilience. The communication strategy works to ensure that project lessons and ecosystem-based adaptation and resilient livelihoods, are captured, stored and widely disseminated. The outcome is expected to be changes in policies by decision makers to support EBARR approaches as well as behavioural change at the community level in the project sites and other parts of the country.

There are several communication approaches and strategies that will be used to communicate to achieve the two project strategic outcomes. These include Broadcast media: Radio and Television programmes, Online media: social media, Policy briefs/Posters/Brochures/Newsletters and Targeted field trips. Apart from methods, activities such as distributing of awareness raising materials and using the mass media will be beneficial to stakeholders throughout the country and beyond. Other activities, particularly those involving 'face to face' communication will involve specific stakeholders identified in the Strategy.

The activities of this strategy are developed to be implemented by four actors to make a complete communication process. These are Pronet as in charge of communication, EBARR district coordinators, VPO information unit and Information units of relevant Government ministries participating in the project. Therefore, the activities outlined in the Communication matrix will be implemented by the four implementors after discussion and agreement on which activities can be implemented by each actor taking in consideration on budget available, existing communication plans and activities in the VPO, sector ministries information units and EBARR district coordinators. However, Pronet will take the lead role and implement large part of activities.

In order to coordinate communication activities among stakeholders, strong linkages is required between the four implementers of the EBARR communication strategy which are the Pronet, the EBARR District Coordinators, the VPO information Unit and information units of ministries involved in the EBARR project.

Project communication strategy will be monitored and evaluated based on the monitoring and evaluation mechanisms that are provided in the project monitoring and evaluation framework. Risks in implementing of this strategy include lack of continued funding by the project donors, high rates of spread of Pandemic diseases like COVID-19, hackers especially for website, emails, social media and online communication. Another risk is confusion, misunderstandings and subsequent misreporting due to the fact that communication involve many different types of communicators including scientists, communities, politicians, media, government agencies, private sector, and many others, each with own agendas to fulfil. Mitigation to the risks include Co-funding of project activities with other stakeholders to reduce the dependence of funding from a single source. Proper measures by all the project stakeholders for reducing spread of diseases like COVID-19 given by medical practitioners and government leaders could address the problem. Collaborative approach between communicators across the board could be one way to mitigate problem of mis communication.

SECTION ONE

1.0 BACKGROUND

1.1 Brief about Ecosystem Based Adaptation for Rural Resilience (EBARR)

The Ecosystem Based Adaptation for Rural Resilience (EBARR) is a Project implemented through a Grant from the Least Developed Countries Fund (LDCF) - Global Environment Facility (GEF) and Supervised by United Nations Environment Programme (UNEP). Apart from LDCF – GEF Grant, also there is a Government and other Beneficiary contributions (Co-financing) both cash and in kind. The Vice President's Office (VPO) is the lead National Executing Agency responsible for carrying out the Project implementation on behalf of the United Republic of Tanzania (URT). On the other hand, the Ministry of Agriculture is the Co-Executing partner of the Project.

The goal of the project is to strengthen climate resilience in targeted rural communities by building adaptive capacities to implement Ecosystem-based Adaptation (EbA) approaches and diversifying livelihoods. The project objective is to increase resilience to climate change in rural communities by strengthening ecosystem resilience and diversifying livelihoods. This will contribute to the overarching goal of reducing the vulnerability of rural populations. The project consists of three (3) components namely, Capacity to adapt to climate change through EbA approaches; EbA for rural resilience; and Knowledge management on climate change adaptation and up-scaling.

The project is taking place in four regions of the Mainland and one in the Zanzibar. The districts and regions include: Simanjiro district (Manyara region, Mainland); Mpwapwa district (Dodoma region, Mainland); Mvomero district (Morogoro region, Mainland); Kishapu district (Shinyanga region, Mainland); and Kaskazini-A district (Kaskazini Unguja Region, Zanzibar Island). The project will benefit up to 1,468,035 beneficiaries (or 298,631 households) in the selected districts of agro-pastoral farmers vulnerable to climate change impacts in drylands and coastal zone.

1.2 Rationale for Developing Communication Strategy

A communication strategy is a document that guides the external and internal communications efforts of an institution (in this case, EBARR project). It helps the project to strategically focus its communication and outreach efforts around a certain set of goals – usually the mission and objectives of the project. A communication strategy is necessary to help the project to effectively promote its work to the public and other intended audiences. Communication strategy expresses the goals and methods of the project outreach activities, including what it wishes to share with the public and whom it is trying to reach.

This communication strategy will help in tailoring messages towards specific project audiences and determining which outreach materials and media are best used to communicate with specific EbA audiences or groups.

1.2.1 The Need for EBARR Communication Strategy

The EBARR project has been performing its roles of supporting communities to adapt to climate change and diversify livelihood options using various approaches based on location and economic activities of the rural community. These activities need to be communicated within and outside the target communities for awareness creation, adoption, and upscaling. Project awareness will only be sustainable if there is a communication strategy to guide the type and content of the information to be disseminated. In so doing, it will enable a broad communication and dissemination of the positive changes towards people acquiring the approaches/techniques/practices promoted by the project and behavioural changes enabling people to better adapt to climate change. As such, therefore this communication strategy is developed to guide communication with its target stakeholders and the public. This communication strategy has therefore, been developed to bring about effective communication within project stakeholders and the public to improve stakeholders' capacity to adapt to climate change, increase resilience in project sites and strengthen information base on Ecosystem based adaptation.



The communication team during information collection in Mvomero (Left) and Mpwapwa (Right), Mainland Tanzania



Information collection exercise through facilitation of women groups in Zanzibar.

SECTION TWO

2.0 SITUATIONAL ANALYSIS

2.1 Communication needs assessment

In the process of developing this communication strategy, communication needs assessment was conducted to understand the needs of different stakeholders of EBARR in terms of information and channels of communication. Other needs were identified through SWOC analysis of EBARR project.



Communication information collection with EBARR project beneficiaries in Mvomero (Left) and Simiyu District (Right)

2.2 Analysis of Strengths, Weaknesses, Opportunities and Challenges

Analysis of Strength, Weaknesses, Opportunities and Challenges (SWOC) of the project was conducted with EBARR staff and other stakeholders who work closely with the project. Information obtained from the SWOC analysis was integrated with information collected from other tools for triangulation. Through this method it was revealed that EBARR:

- i. Does not have a Communication Strategy. Instead, it communicates on adhoc basis and with short term plans;
- ii. Does not have a communication officer neither and there is limited link with communication officers within the VPO and between VPO and other sectoral ministries which implement EBARR;
- iii. Does not have a website, webpage and is not in social media yet (except WhatsApp groups);
- iv. Does not communicate its work to the wider public adequately.



Information collection for communication strategy development in Kishapu District (Left) and with Director of Environment in Zanzibar (Right)

Based on the above issues, Pronet as in charge of communication, should:

- i. Strategically use the communication strategy it has developed to create awareness on EBARR's activities to stakeholders and the general public;
- ii. Strengthen the link between district councils and EBARR project beneficiaries to enhance communication by providing relevant information to communicate in each category of audiences especially communities.
- iii. Provide more communication support to Local Government Authorities (LGAs) and communication officers involved in EBARR project on the good practises that can be scaled up to the rest of the country.



Project beneficiaries during information collection in Simanjiro District, Mainland Tanzania

SECTION THREE

3.0 THE COMMUNICATION STRATEGY

3.1 The Goal and Objectives of the Communication Strategy

3.1.1 The Goal of the Communication Strategy

The goal of this communication strategy is to ensure smooth and effective communication within EBARR project staff and between EBARR and its beneficiaries, relevant stakeholders, and the public.

3.1.2 Objectives of the Communication Strategy

1. To document and disseminate a number of relevant project lessons on CCA, EbA and resilient livelihoods to all project stakeholders by 2023.
2. To develop awareness raising materials and disseminate through print, audio/audio-visual and social media to different target audience in the country by 2023.

Target audience for the developed communications materials are categorised in three groups. The first group will be project beneficiaries and non-project beneficiaries in the project sites. The second group will be policy decision-makers, planners, agricultural advisory services at national and local level. The third group will be the public. Different media channels will be used to disseminate and share knowledge on CCA and EbA depending on the nature and interest of the target audience.

The table below demonstrates how the information will be disseminated:

Table 1: Objectives, target audience and communication channels to be used

Objective	Target Audience	Communication channel
To document and disseminate a number of relevant project lessons on CCA, EbA and resilient livelihoods to all project stakeholders by 2023.	Project beneficiaries and non-project beneficiaries in the project sites	Audio, Audio - visual and print channels and face to face interactions
	Policy decision-makers, planners, agricultural advisory services at national and local level	Audio- visuals, print and social media
	General public	Audio, Audio – visuals and social media
To develop awareness raising materials and disseminate through print, audio/audio-visual and social media to different target audience in the country by 2023.	Project beneficiaries and non-project beneficiaries in the project sites	Audio, Audio - visual and print channels and face to face interactions
	General public	Audio, Audio – visuals and social media

3.1.3 Output of the communication strategy

The EBARR communication strategy works to achieve the project output which seek to ensure that project lessons and ecosystem-based adaptation and resilient livelihoods are captured, documented and widely disseminated.

3.1.4 Outcome of the communication strategy

The EBARR communication strategy is expected to contribute to policy changes by decision makers as well as behavioural changes by the community members in the project sites and other parts of the country.

3.2 Communication approaches and strategies

3.2.1 Focus of the communication strategy.

This communication strategy focuses on the informal education channels in creating awareness and disseminating information including those on ecosystem adaptation for rural resilience.

In this case, informal education refers to the system outside the formal education system. Some of the non-formal education channels that will be used to share EBARR messages include radio, television (TV) or online media such as website, Instagram, Twitter, Youtube etc. Others will be offered through printed materials and handed over to EBARR district technical teams for dissemination in training sessions, workshops, seminars, after-school groups, community-based organizations, and religious institutions, among others.

Accurate information on implementation is vital so that correct information and approaches towards adaptation and resilience to climate change are passed on and the public are willing to change their behaviours and attitude and to practice suitable adaptation behaviours through changing and adapting their lifestyles.

The project will also be creative to reach those who did not get the advantage of obtaining standard formal education system (illiterate communities) using radio, TV, cinemas and traditional dances.

3.2.2 Approaches and strategies

Several communication approaches and strategies will be used to communicate to achieve the two project objectives and outcomes. These are proposed based on situational analysis survey conducted during information collection phase in project sites to validate this communication strategy.

Broadcast media: DVDs, videos, movies/films, television - These techniques combine picture, sound, colour and motion, and are thus the closest medium to depict reality. In a movie/film, a complete process can be shown in a short time. EBARR messages that need to be communicated will be captured and shown to the targeted audience at a convenient time through Television which is recommended and preferred by target audiences consulted

during the information collection exercise.

Broadcast media: Radio programmes – Radio, as a powerful medium, reaches a large number of people at one time. Radio is the chief medium for news in sub-Saharan Africa. This is due to a variety of reasons, including low literacy rates and poor circulation of newspapers, the high cost of purchasing a TV set as well as the low levels of Internet use, and access to electricity especially in rural areas. The use of different techniques on the radio, e.g., radio drama apart from news and magazines programmes will be effective in raising awareness on EBARR activities and promoting suitable adaptation and resilience technologies. From the information collection exercise conducted, many households and individuals among the rural communities own a radio device or a mobile phone with an inbuilt radio. In this sense, they can access radio news either through radio devices at home or through telephone handsets all the time.



Information source trust exercise with EBARR beneficiaries in Mpwapwa and Simiyu Districts

Online media: Social media – This form of media is increasingly becoming a very effective and powerful communication channel with instant feedback. Social media is preferred by almost all ages and disciplines of profession. News and information through social media spreads very fast and can be easily stored for future reference. EBARR will use webpage, Instagram, Twitter, YouTube channels and others. These will be effectively used to disseminate information about issues that project seeks people to act and at the same time serve as an online learning platform where participants can interact among themselves, exchange views on ecosystem-based adaptation and diversification practises in their localities. This means will be used to inform the public (particularly the youth) of EBARR project activities.

Policy briefs/Posters/Brochures/Newsletters – These channels are cost effective, and this technique will be used by the project in different ways on specific issues. Policy briefs will be generated targeting policy makers for specific issues that the project seek the policy change and intervention. Posters will convey messages with images and a few words, and it will be widely used to deliver messages to project beneficiaries at the project level as this is what they prefer most. Brochures or leaflets reaches a larger population at once due to its low cost of production. These will be used to different stakeholders as per need, but they will be pre-tested before large-scale production and distribution.

Jina la Kiji: Kazania, Kigosi, Nigumbi & Mbugani
Wakazi wa Kiji: 23-59
Idadi ya Mfalme: 12

	Majaridi	Vipinjari	Bari	Mabingi	Vijidari	
Majaridi	////	VIP	MAJ	MAB	VIJ	1
Vipinjari		////	VIP	MAB	VIJ	3
Bari			////	MAB	VIJ	0
Mabingi				////	MAB	4
Vijidari					////	2

Jina la Kiji: MELELA
Wakazi wa Kiji: 33-80
Idadi ya Mfalme: 13

	Majaridi	Vipinjari	Bari	Mabingi	Vijidari	
Majaridi	////	MAJ	MAJ	MAB	VIJ	2
Vipinjari		////	VIP	VIP	VIJ	4
Bari			////	MAB	VIJ	0
Mabingi				////	MAJ	3
Vijidari					////	1

Preference ranking of printed communication materials in EBARR project villages, mainland Tanzania

Project field trips/visits - This technique is a popular one. Participants often look forward to a 'trip', and having new experiences, where they can learn new things through observations, discussions and interactions. Field trips will be widely used for project monitoring and evaluation teams to document progress of implementation and behavioural changes. Field visits are also useful to communication officers to report issues they learned, and progress achieved through different media outlets.

Apart from methods mentioned above, activities such as distributing of awareness raising materials and using the mass media will be of benefit to stakeholders throughout the country. Other activities, particularly those involving 'face to face' communication will involve specific stakeholders identified in the Strategy.

3.3 Implementors of the EBARR Communication Strategy

The fact that communication is a wide phenomenon, and its implementation needs a set of coordinated and collaborative efforts of actors, the activities of this strategy are developed to be implemented by four actors to make a complete communication process. These are;

- i. Pronet as in charge of communication
- ii. EBARR district technical teams
- iii. VPO (information unit)
- iv. Information units of relevant Government ministries participating in the project.

Therefore, the activities outlined in the Communication matrix and work plan will be implemented by the four implementors based on budget available, existing communication plans and activities in the VPO, sector ministries information units and EBARR district technical teams. However, Pronet communications (the consultant) will take the lead role and implement large part of activities as shown in the work plan in Table 3.

3.4 Feedback Mechanism

This communication strategy uses several strategies and approaches which provide opportunity for immediate feedback. For example, some radio programmes are designed in such a way that listeners may call and air their views in interactive way. In most social media outlets, followers will have opportunity to contribute and give feedback to issues posted and in some media chats and discussions will be done as a feedback mechanism. For face-to-face interactions, meetings, workshops and seminars will be organized where beneficiaries and

other project stakeholders will have platforms to give feedback on interventions practiced in CCA, EbA and livelihood diversification.

3.5 Coordination

In order to coordinate communication activities among stakeholders, strong linkages is required between the four implementers of the EBARR communication strategy which are the Pronet, the EBARR District Coordinators, the VPO information Unit and information units of ministries involved in the EBARR project.

3.6 Monitoring and Evaluation

Project communication activities will be monitored and evaluated based on the developed EBARR project strategy on monitoring and evaluation.

3.7 Risks and Mitigation measures

Risks during implementing of this strategy include discontinuation of funding by the project donors, high rates of spread of Pandemic diseases like COVID 19, hackers especially for websites, emails, social media and online communication. Another risk is confusion, misunderstandings, and subsequent misreporting due to the fact that communication involve many different types of communicators. These include scientists, communities, politicians, media, government agencies, and private sector, each with its own agenda to fulfil.

However, co-funding of project activities by the Government and other stakeholders will reduce the dependence of funding from a single source. Proper health measures by all the project stakeholders are crucial in reducing spread of diseases like COVID 19. Collaborative approach between communicators across the board and frequent updates could be one way to mitigate problem of mis communication.

3.8 Exit Strategy

When EBARR project reaches to its end, communication activities will continue through the VPO and other ministries communication units, district technical teams, NGOs and CBOs that are working with communities in the project sites. This is so because the project works with government existing structures in close collaboration with NGOs and CBOs. Furthermore, the communication team will work with local community radios, journalists and communication officers from government offices and build their capacities through training and participation in preparation of programmes and communication materials.

3.9 Communication Strategy matrix and action plan 2021/22 -2022/23

The communication strategy matrix that is outlined under Table 2 identifies specific activities that will be implemented to achieve objectives of the strategy. The activities are developed in such a way they respond to the two objectives of this communication strategy. Table 3 shows the workplan. Pronet's specific task in the EBARR project is the output 'the project lessons and ecosystem-based adaptation and resilient livelihoods captured, documented and widely disseminated'.

Table 2: Communication matrix and action plan

Activity	Strategy to undertake the activity	Target audience	Expected results	Key performance indicator
<p>Objective 1: To document and disseminate a number of relevant project lessons on CCA, EbA and resilient livelihoods to all project stakeholders by 2023.</p> <p>Objective 2: To develop awareness raising materials and disseminate through print, audio/audio-visual and social media to different target audience in the country by 2023.</p>				
1. Conduct field visits with Journalists to beneficiaries of EBARR to document success stories for dissemination to a wider public.	1) Select Journalists to participate 2) Arrange the visit and conduct the field visit	Project beneficiaries and non-project beneficiaries in the project sites Policy decision-makers, planning, agricultural advisory services at national and local level General public	Number of Feature and news articles written (English and Kiswahili) in local newspapers. Number of Radio and TV documentaries prepared in Kiswahili language	A total of 50 stories in print media published by 2023 A total of 10 stories in electronic media published by 2023 A total of 20 documentaries aired by TV and Radio stations by 2023
2. Prepare mailing list to share relevant project information which is regularly updated.	1) Prepare the mailing list 2) Differentiate mailing lists according to the group categories 3) Use the different lists to disseminate information on monthly basis to each group	Project beneficiaries and non-project beneficiaries in the project sites Policy decision-makers, planning, agricultural advisory services at national and local level	Number of recipients receiving E-mails	At least 50 recipients of emails recorded on quarterly basis from September 2021 – Nov 2023
3. Support video van shows	Coordinate VPO, LGAs, NGOs	Project and non-project	Number of shows	At least 10 shows

Activity	Strategy to undertake the activity	Target audience	Expected results	Key performance indicator
in project sites	and CBOs to run the shows	beneficiaries	conducted	by Nov 2023
4. Compile TV programmes and broadcast on local televisions in the country to create awareness and inform on EBARR activities and success stories to enhance scaling up of the practises to the rest of the country	1) Identify existing TV programmes which can be used 2) Use the programmes to include adaptation and other EBARR issues	Project beneficiaries and non-project beneficiaries in the project sites Policy decision-makers, planning, agricultural advisory services at national and local level General Public	Number of TV programmes aired	At least 12 programmes aired by Nov 2023
5. Establish project written materials with attractive illustrations including cartoons and photos of project beneficiaries at work to share information about EBARR to communities in the country	Collect information, edit, design and print the materials including posters, leaflets, newsletters and policy briefs	Project beneficiaries and non-project beneficiaries in the project sites	Number of copies of project written materials produced and disseminated	At least 10,000 copies of written materials produced and disseminated by Nov 2023
6. Coordinate with the EbA trainers working on Output 1.2 to encourage further communication and dissemination of products	1) Link with the trainers to disseminate her publications to our channels; 2) Extract relevant	Project beneficiaries and non-project beneficiaries in the project sites	Number of communication materials produced from the training reports	Communication materials produced by 2023

Activity	Strategy to undertake the activity	Target audience	Expected results	Key performance indicator
developed by the trainers.	information for communication and dissemination and use the information extracted to develop communication materials as per needs.	Policy decision-makers, planning, agricultural advisory services at national and local level General Public		
7. Coordinate with the EBARR monitoring and evaluation team to disseminate EBARR results and stories throughout project implementation.	1) Link with the team 2) Extract relevant information for dissemination	Project beneficiaries and non-project beneficiaries in the project sites Policy decision-makers, planning, agricultural advisory services at national and local level General Public	Number of communication materials produced from the monitoring and evaluation reports	Communication materials produced by 2023
8. Open Twitter, Instagram account and YouTube channels for information sharing	Work with IT expert to open the channels and update the pages regularly	Development Partners, other international organisations/individuals with interest to Ecosystem Adaptation, general public	Twitter, Instagram and youtube channels opened	Existence of Twitter, Instagram and youtube channels Twitter: 2 post per week Instagram: 2 posts per week YouTube: 2 posts per week

Activity	Strategy to undertake the activity	Target audience	Expected results	Key performance indicator
9. Support respected and trusted individuals/institutions to be centre of published information and dissemination to enhance ecosystem adaptation and livelihood diversification.	Support religious leaders, and schoolteachers on basic adaptation and EBARR information for dissemination at the community and school levels.	Villagers, individuals, the general public and schools	Number of published information disseminated at the village level by teachers and religious leaders	At least 5000 publications disseminated through such centres by 2023.
10. Conduct meetings with EBARR technical teams at the district level and package them with updated project information for wider information sharing to the communities they serve	Plan and hold meetings	EBARR technical team at the district level	Number of meetings conducted	At least 2 meetings conducted by 2023
11. Prepare information kit (folder) about project responsibilities and the role it plays in the development and well being of local communities in the country and climate adaptation in general. Information kit to include brochures, leaflets, newsletters, fact sheets, flash disks, DVDs etc.	1) Identify relevant information 2) Pack the publications in a folder and disseminate	Relevant government ministries, agencies, Development Partners, Members of Parliament and private sector	Number of information kits produced once in each year and disseminated	At least 2 information kits produced and disseminated by 2023
12. Conduct a round table discussion with media partners/community radio on produced communication materials and appropriate way to	Identify media partners	Journalists	Number of round tables conducted	At least 2 round table meetings conducted by 2023

Activity	Strategy to undertake the activity	Target audience	Expected results	Key performance indicator
disseminate them				
13. Conduct roundtable discussion with communication officers of relevant ministries participating in the project on how to disseminate the communication materials produced	Identify the communications officers	Relevant sector ministries	Number of meetings conducted	At least 1 meeting conducted by 2023
14. Disseminate produced materials in events like World Environment Days, Nane Nane Exhibitions and other events in the districts/project locations	1) Identify the relevant events and mark the dates 2) Participate in the events and disseminate materials	Project beneficiaries and non-project beneficiaries in the project sites Policy decision-makers, planning, agricultural advisory services at national and local level General Public	Number of events and materials disseminated	At least 6 events by 2023
15. Develop the project policy brief to inform development initiatives in the Country	1) Extract information from the EBARR sources of information 2) Develop and disseminate the policy briefs	Policy makers	Number of policy briefs developed and disseminated	At least 1 policy brief produced and disseminated by 2023

Table 3: Work plan for implementation of EBARR activities from September 2021 to November 2023

Sno	Activity	Year 1	Year 2				Year 3			Responsible
		2021	2022				2023			
		Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	
1	Conduct field visits with Journalists to beneficiaries of EBARR to document success stories for dissemination to a wider public									Pronet communications
2	Prepare mailing list to share relevant project information which is regularly updated									EBARR office and VPO Information Unit
3	Support video van shows in project sites									EBARR District Technical teams
4	Compile TV programmes and broadcast on local televisions in the country to create awareness and inform on EBARR activities and success stories to enhance scaling up of the practises to the rest of the country									Pronet Communications and EBARR District Technical teams
5	Establish project written materials with attractive illustrations including cartoons and photos of project beneficiaries at work to share information about EBARR to communities in the country									Pronet communications
6	Coordinate with the EbA trainers working on Output 1.2 to encourage further communication and dissemination of products developed by the trainers.									Pronet communications VPO Information Unit Sector Ministries Information Units
7	Coordinate with the EBARR monitoring and evaluation team to disseminate EBARR results and stories throughout project implementation.									Pronet communications VPO Information Unit Sector Ministries Information Units
8	Open Twitter, Instagram account and YouTube channels for information sharing									Pronet communications

9	Support respected and trusted individuals/institutions to be centre of published information and dissemination to enhance ecosystem adaptation and livelihood diversification.									Pronet Communications and EBARR District Technical teams
10	Conduct meetings with EBARR technical teams at the district level and package them with updated project information for wider information sharing to the communities they serve									Pronet Communications and EBARR District Technical teams
11	Prepare information kit (folder) about project responsibilities and the role it plays in the development and well being of local communities in the country and climate adaptation in general. Information kit to include brochures, leaflets, newsletters, fact sheets, flash disks, DVDs etc.									Pronet communications
12	Conduct a round table discussion with media partners/community radio on produced communication materials and appropriate way to disseminate them									Pronet communications and VPO Information Unit
13	Conduct roundtable discussion with communication officers of relevant ministries participating in the project on how to disseminate the communication materials produced									Pronet communications, VPO, Ministerial communication units
14	Disseminate produced materials in events like World Environment Days, Nane Nane Exhibitions and other events in the districts/project locations									Pronet communications, VPO, Ministerial communication units
15	Develop the project policy brief to inform development initiatives in the Country									Pronet communications Ministerial communication units