



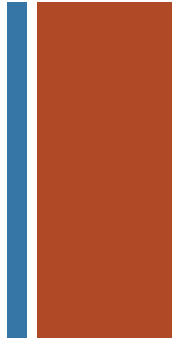
# International Union for the Conservation of nature (IUCN)

- Communication, networking strategy
- Biodiversity





# Communication, networking strategy



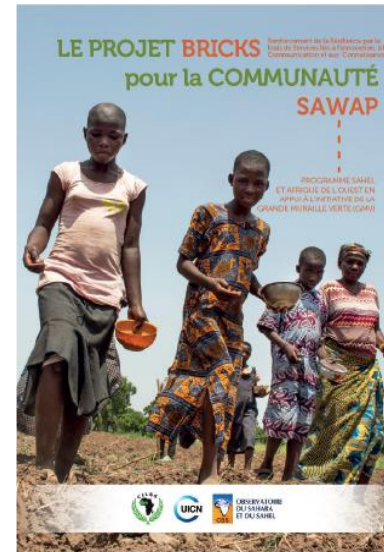
- 2016 communication plan implemented and 2017 plan drawn and ready to be put in place
- BRICKS communication objectives
  - **Objective 1:** *Harmonize* strategy, actions and tools in support of the GMV et *sustain* the regional multi-partner dialogue
  - **Objective 2:** *Build* a practicing community and *improve* collaboration between project teams and principal SAWAP portfolio stakeholders as well as BRICKS implementation institutions
  - **Objective 3:** *Efficiently* disseminate knowledge on integrated natural resource management, climatic changes and natural disasters
  - **Objective 4:** *Provide* communication support and *strengthen capacities* of SAWAP project team communication



# + Results (1)

(Component 1: knowledge management)

- A **functional network** with **active members**: broadcast list regularly put out to simplify exchanges and online interactions within the SAWAP community including journalists
- **BRICKS visibility** improved (especially through the production of diverse tools and communication support in French and in English: contribution to building the portal ([www.sawap.net](http://www.sawap.net)) and social networks (Facebook, twitter) gadgets, graphic harmonization of communication supports



# + Results (2)

- **Functional BRICKS network of regional communicators and journalists**
- **Strengthening of capacity** at many levels:
  - **Workshops:** (1) SLM thematic and story telling techniques (success stories); (ii) use of social media and collaborative tools of web 2.0 for the development of a better collaboration
  - Development of **tools** to support them in the work: **code of conduct** for social media use, **public relations guide** for journalists, **press releases** canvas
  - SAWAP/BRICKS website **animation**, sharing tool and help to decision making



# + Results (3)

## ■ [www.frogleaps.org](http://www.frogleaps.org)

- Communication tool for sustainable development. Free online learning site (reporting techniques, communication strategies...) created by two colleagues of the CEC of IUCN who supports us in our communication activities within the BRICKS framework.
- Support for the production of the French version of the site(<http://fr.frogleaps.org>) (followed by the translation and playback of texts and videos)





# + Results (5)

- **Answers to requests:**
  - Mauritania: communication plan elaborated on the basis of a previously given questionnaire by the project team for their needs
  - *Success stories* for the frogleaps site:
    - Togo : *how pupils have helped their parents to adopt an early warning system?*
    - Benin : Support for the development of the project website
    - Burkina Faso : support for the development of the project website
- Collaboration with *Best practices and monitoring and evaluation working group* to: finalize the BP editing and the success stories of the SAWAP projects.





# + Biodiversity

## ■ Support to **Nigeria**

- Long term **technical assistance** envisaged plus progressive accompanying process up to the end of the project, principally putting in place and appropriation of a **more integrated approach in the management of watersheds (integrating also forestry restoration)** in order to reverse the natural resource degradation
- **Services**, including strengthening of capacities based on this integrated approach (writing of a reference manual to introduce concepts, approaches, tools; training sessions; distance or virtual support, communication etc)
- Plan of work and budget about \$2 millions budget available
- Discussion phase/final negotiation before signing of MoU





# + Biodiversity (continuation)

## ■ Support to Togo

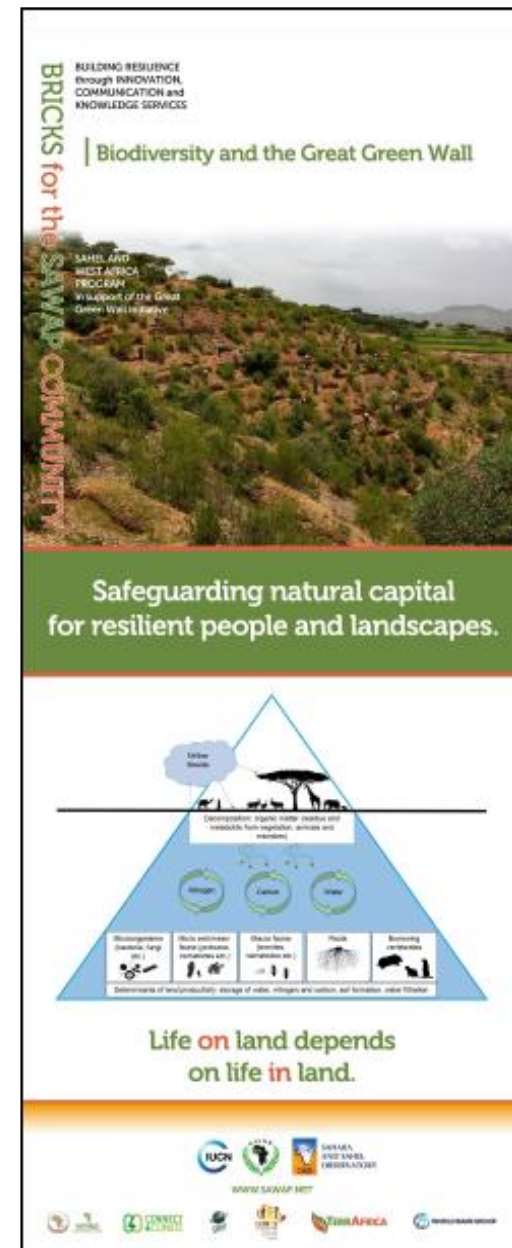
- Training of PA managers and partners (associations, NGO, etc) on management of protected site tools, especially: context and introduction to PA (and link with SLM) participatory management, conservation financing. Man-game conflict, management of the interfaces and anti-poaching fight taken up by national consultants
- A regional training could be planned according to the needs of countries



# +Biodiversity (continuation and end)

## ■ Biodiversity and Great Green Wall

- Justification: biodiversity not sufficiently taken up in the interventions/investments in the framework of the implementation of the Great Green Wall
- Aim of the publication:
  - Widen the perception of the meaning of the term “biodiversity”
  - Create awareness about the central role of biodiversity with regard to GDT and restoration of vegetation
  - Provide orientation to integrate biodiversity management into investments and the Great Green wall policy initiative
- Processes that will be pursued by working with SAWAP countries especially those which have biodiversity component: to see how their biodiversity activities have impacted on SLM and vice versa.





■ Thanks

