

Communication Operation Matrix

Communication Objective 1: Harmonize strategy, Introduce and present NEWMAP using a common Visual Identity

s/n	GAPS	Intervention	Take away Messages	Channels	Outcome
	Little known about the Project	<ul style="list-style-type: none"> ▪ Branding ▪ Developed informative and educative messages to targeted Stakeholders about NEWMAP ▪ Promotion of NEWMAP 	<p>“Newmap New Hope”</p> <p>“New approach to Erosion Control”</p>	<ul style="list-style-type: none"> ▪ Advocacy ▪ TV/Radio talk shows ▪ Promotional Materials 	<ul style="list-style-type: none"> ▪ Awareness created on the new concept of Erosion Mgt and Watershed
	Need to have initial support /buy – in of legislatures/other relevant stakeholders	<ul style="list-style-type: none"> • Introduction of PAD and other Project Documents in simplified formats 	<ul style="list-style-type: none"> • NEWMAP to lift beneficiaries out of Poverty 	<ul style="list-style-type: none"> • Publications • Advocacy • workshops 	<ul style="list-style-type: none"> • Approval of Burrowing Plan by National Assembly

Operation Matrix Contd

Communication Objective 2: To reduce environmental degradation, increase Greening as well as promote sustainability

s/n	GAPS	Intervention	Take away Messages	Channels	Outcome
	<ul style="list-style-type: none"> •Removal of vegetative cover through indiscriminate bush burning •Sand mining •deforestation 	<ul style="list-style-type: none"> ▪ Develop messages to climate resilience and mitigation activities ▪ Public campaign on need to enforce existing legislatures on environmental issues ▪ Sensitization on afforestation & tree planting 	<p>“tree planting” “save the environment-go green”</p>	<ul style="list-style-type: none"> ▪Advocacy ▪TV/Radio talk shows ▪Promotional Materials 	<ul style="list-style-type: none"> • Awareness created • Government investment in low carbon clean cook stoves sustained • Government support to the initiative of the Great Green Wall {with recent commitment of Funds for the implementation activities }
	<ul style="list-style-type: none"> •Less media reports on sustainable environment 	<ul style="list-style-type: none"> • Engagement of the media through organized Media clinic to share knowledge on good environmental behaviour 	<ul style="list-style-type: none"> •an informed media access great outreach” 	<ul style="list-style-type: none"> •Training •Roundtable discussions 	<ul style="list-style-type: none"> • Increased reportage on environment issues

Matrix Contd.

Communication Objective 3: Promote Collaboration among implementing institutions/stakeholders and the Project team

s/n	GAPS	Intervention	Take away Messages	Channels	Outcome
	65% gully formation due to poor termination of drainage during road construction by Ministry of Works	<ul style="list-style-type: none"> ▪ Information sensitization on the need to adopt safe designs to that will promote safe discharges of run - offs 	<ul style="list-style-type: none"> • “reduce government spending on gullies and erosion ” • Minimise destruction of property and issue of compensation. • Reduce loss of lives & mortality and achieve MDGs 	<ul style="list-style-type: none"> ▪ Face to face discussions/meetings ▪ TV/Radio talk shows ▪ Promotional Materials ▪ Field visits ▪ workshops 	<ul style="list-style-type: none"> ▪ Awareness created on the need to adopt safe discharge approach. ▪ Communiqué for legislative considerations and adoption
	Need for better understanding of NEWMAP & project objectives	<ul style="list-style-type: none"> • Internal and External Communication 	<ul style="list-style-type: none"> • restored vegetative cover. Improve environmental conditions due to increased vegetation cover for wildlife, carbon sequestration, 	<ul style="list-style-type: none"> • Publications • Advocacy • Workshops • Workforce retreat • Community engagement • Website • Social Media • documentary 	<ul style="list-style-type: none"> • Improved understanding of project objectives /benefits • Communities now expectant and wished accelerated implementation

Planned Matrix for the 1st quarter 2018

Audiences	Behaviors	Take Away Message	Channels	Evaluation	outcome
<p>Members of the Communities(Urban and Rural)</p>	<p>Dispose refuse responsibly and prevent blockage of urban drainage channels.</p> <p>Report incipient gullies</p> <p>Seek for more information and knowledge on causes and prevention of erosion.</p> <p>Participate in simple erosion remedial activities and in the appraisal of work done within their community</p>	<ul style="list-style-type: none"> • Prevent Flooding • Prevent untimely deaths for self and loved ones. • Live Healthy life and avoid waterborne disease • Save lives • Avoid dislocation of communities • Sustain livelihood 	<ul style="list-style-type: none"> - Traditional Rulers - Community meetings - Age groups - Radio - TV - Handbills - Awareness Campaign - Churches, Schools, Age Groups, Women Associations, Family Heads - Field Visits - Crowd sourcing - Website - Social Media (Facebook, Twitter, Youtube, Flickr, etc) - Drama - Film-shows 	<ul style="list-style-type: none"> • Frequency and number of community members seeking information on erosion. • Number of community members joining Associations on erosion campaigns • Frequency and number of people reporting gullies in the communities. • % increase in knowledge on causes and prevention of erosion in the communities 	