

Annual Workplan of the BRICKS Project communication component

January 1st – December 31st, 2017

Activities	Timeline												Responsible	Collaborators	Outputs	
Objective 1: Harmonize strategy, actions and tools in support of the GGW and sustain multi partners' regional dialogue.																
	1	2	3	4	5	6	7	8	9	10	11	12				
1. Update lists on a regular basis (SAWAP teams and BRICKS, partners).													IUCN (Félicité)	OSS, CILSS, WB, SAWAP teams, GGW partners	A functional network with active members.	
2. Maintain and facilitate contact groups (SAWAP, BRICKS, partners, journalists/media and audio, visual, print press, web communicators' networks).													IUCN (Félicité, Consultant)	OSS, CILSS, WB, SAWAP teams, and GGW partners		
3. Organize monthly discussion sessions (Skype) with the members of the working group on BRICKS communication on the implementation of the project and emerging questions.													IUCN (Félicité, Consultant)	OSS, CILSS, WB		
4. Review progress on communication plan and updating process of the BRICKS communication component workplan.													IUCN (Félicité)	CILSS, OSS, WB, SAWAP Projects		
5. Regular updating of the Customer Relationships Management System.													CILSS (Robert SANHAMA)	OSS, WB, IUCN		
6. Update and disseminate the calendar of relevant meetings and events related to environmental issues.													WB (TBC)	IUCN, SAWAP Projects and other partners	The primary stakeholders of the BRICKS project communicate on a regular basis.	
7. Organize virtual meetings (Skype) with the GGW partners (Rotation among the SAWAP project teams, WB & AU).													WB (Grazia)	IUCN, CILSS, OSS, SAWAP Projects and other partners		
8. Organize regional discussions (Skype) with the SAWAP projects using the contact lists established.													IUCN (Félicité)	WB, CILSS, OSS, SAWAP Projects and other partners		
9. Conduct a communication needs assessment for the SAWAP teams.													IUCN (Félicité)	WB, CILSS, OSS, SAWAP Projects and other partners	Harmonized actions. Workplan is inline with the needs of the SAWAP community	
10. Develop the 2018 BRICKS communication workplan.													IUCN (Félicité)	WB, CILSS, OSS, SAWAP Projects and other partners		
11. Produce promotional materials for BRICKS (video, notebooks, pens, flasdrives, tote bags).													IUCN (Félicité)	OSS, CILSS, WB,	BRICKS visibility enhanced	
Objective 2: Build a community of practice and promote collaboration between project teams and main stakeholders of the SAWAP portfolio as well as BRICKS Project implementing institutions.																
12. Organize a capacity building workshop of SAWAP teams for the use of social media and collaborative web 2.0 tools for development.													IUCN (Félicité)	CILSS, OSS WB, SAWAP Projects and other partners	A regional network of communicators created, and communication tools developed.	
13. Create links to www.sawap.net to access the identified web sites and portals that have land and water management glossaries.													CILSS (Sandrine)	IUCN, OSS, WB, AU, GGW, FAO, TerrAfrica...		
14. Update and disseminate the Power Point presentation on BRICKS (French and English).													WB (Grazia)	IUCN, OSS, CILSS		
15. Organize online discussion forum. Topic and theme to be identified later. Process involve: identifying, discussion, report, and translation).													IUCN (Félicité, Consultant)	CILSS, OSS, WB, other partners		
16. Finalize the drafting of the code of conduct for the use of social media and disseminate it.													IUCN (Félicité, Consultant)	CILSS, OSS, WB	Harmonized flow of information, and shared understanding	
17. Finalize the drafting of the social media user guide and disseminate it.													CILSS (Sandrine)	IUCN, OSS, WB		
18. Manage the BRICKS Twitter and Facebook accounts.													CILSS (Sandrine)	IUCN, CILSS, OSS, SAWAP Projects and other partners		
19. Continuously promote the Facebook and Twitter accounts of SAWAP projects and those of BRICKS, and vice versa.													CILSS (Sandrine)	SAWAP teams and CILSS		
20. Finalize the map of SAWAP project beneficiaries.													IUCN (Félicité, Consultant)	SAWAP Projects		
21. Identify the specific roles of ambassadors and partners.													IUCN (Félicité, Consultant)	WB, CILSS, OSS, SAWAP Projects and other partners etc.		
Objective 3: Effectively disseminate knowledge on integrated management of natural resources, climate change, and natural disaster.																
22. Update the guide and facilitate feeding it to the BRICKS portal.													CILSS (Sandrine)	IUCN, OSS WB		
23. Develop a guide for deciding on the content and periodicity of the newsletter and internal communication procedures.													CILSS (Dankoulou and Sandrine)	CILSS, OSS, WB, SAWAP Projects and other partners		

24. Produce a bimonthly online based newsletter to coordinate sharing of information.																					CILSS (Dankoulou and Sandrine)	CILSS, OSS, WB, SAWAP Projects and other partners	A collaborative virtual space set up to facilitate knowledge exchange between SAWAP Project teams and executing agencies.
25. Contribute to the dissemination of best practices of land and water management and other awarenessraising documents (e.g. biodiversity and the great green wall)																					IUCN (Félicité)	SAWAP Projects, OSS IUCN, WB, other partners	
26. Maintain the BRICKS portal and continuously train members on usage.																					CILSS (Consultant)	CILSS, OSS WB, SAWAP Projects and other partners	
27. Ensure feeding the BRICKS with data, including collecting articles, photos, among other information.																					CILSS (Dankoulou, Consultant)	SAWAP projects, OSS, IUCN, WB, other partners	
28. Collect photos/videos (field and institutional) on SAWAP projects and BRICKS partners and post them on the online portals such as Flickr.																					OSS (Lilia)	CILSS, IUCN, WB, SAWAP Projects	
29. Finalize and disseminate to SAWAP projects the template for the preparation of information briefs for journalists (press release).																					IUCN (Félicité, Consultant)	WB, CILSS, OSS SAWAP Projects and other partners	Harmonized media coverage for events related to the SAWAP projects.
30. Encourage the use of the standardized template for capturing best practices.																					IUCN (Félicité)	OSS CILSS, WB,	
31. Organize a sub-regional capacity building workshop for land management and communication experts and journalists. Focus to be communicating project results to different audiences.																					IUCN (Félicité)	WB, CILSS, OSS SAWAP Projects and other partners	
32. Finalize the glossary to facilitate common understanding of the meaning of the GGW.																					IUCN (Félicité, Consultant)	WB, CILSS, OSS SAWAP Projects and other partners	
Objective 4: Provide communication support and development communication capacity of SAWAP project teams.																							
33. Respond to the communication support needs of SAWAP projects (on request).																					IUCN (Félicité, Consultant)	OSS, CILSS, WB,	Strategic knowledge of communication made available to the SAWAP Project teams.
34. Identify a success story in Africa for the www.frogleaps.org site.																					IUCN (Félicité, Consultant)	OSS, CILSS, WB, SAWAP Projects	
35. Develop and implement a promotion plan to popularize www.frogleaps.org among the members of the SAWAP/ BRICKS community.																					IUCN (Félicité, Consultant)	OSS, CILSS, WB,	
36. Organize a BRICKS Project training on planning and implementing a communication strategy (or Press/PR plan, social and digital strategy, marketing plan or a mixture).																					IUCN (Félicité)	WB, CILSS, OSS SAWAP Projects and other partners	