



Regional Workshop on capacity building of SAWAP teams and media men and women for the use of social media and collaborative web 2.0 tools for development

Theme: Web 2.0: a new opportunity for distance cooperation.

Accra, Ghana, 13th - 16th February, 2017



Training report

Acronyms and abbreviations

WB: World Bank

BRICKS: Building Resilience through Innovation, Communication and knowledge Services

BRICKS SHARE: BRICKS internal social network

CD: Compact Disk

CILSS: Permanent Inter-States Committee on Drought Control in the Sahel

CTA: Technical Center for Agricultural and Rural Cooperation

GGW: Great Green Wall

GGWSSI: Great Green Wall for the Sahara and Sahel Initiative

OSS: Sahel and Sahara Observatory

SAWAP: Sahel and West Africa Programme in support of the Great Green Wall

ToRs: Terms of Reference

IUCN: International Union for Conservation of Nature

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1. Introduction

As part of the "*Building Resilience through Innovation, Communication and Knowledge Services*" (BRICKS) Project in support of the Great Green Wall for the Sahara and Sahel Initiative (GGWSSI), a *sub-regional workshop on capacity building of SAWAP teams and media men and women for the use of social media Web2.0 collaborative tools for development* was held from 13 to 16 February, 2017 in Accra, Ghana. The workshop was a follow-up to the previous one organized in Lomé, Togo from 3rd to 7th October, 2016 under the theme of "*Sustainable land and water management in SAWAP countries: stakes, difficulties and local strategies*".

The geographic distances among the members of the [SAWAP/BRICKS](#) community and partners involved in the implementation of the GGWSSI are quite extensive. Yet, they have to collaborate and reflect together in order to achieve their common goal. The use of social media and web 2.0 tools for development will make distance collaboration more actual and effective. It will make it possible to create, share, collaborate, converse, search, collect, disseminate and watch information in real time; and it will further contribute to enhanced information dissemination so as to optimize communication, presence, visibility and development of interactions with the SAWAP/BRICKS community and its partners.

The technical center for agricultural and rural cooperation ([CTA](#)) based in the Netherlands has contributed to the smooth running of the deliberations through their logistic and technical support (publications and web 2.0 CD, and production of attendance certificates).

2. Objectives and outcomes of the workshop

- **Overall Objective**

To promote collaboration and build a community of practice through the use of social media and collaborative web 2.0 tools, among the project teams and main stakeholders of the SAWAP portfolio as well as the BRICKS Project implementing institutions.

- **Specific objectives**

- Collect, process and disseminate lessons, success stories and knowledge learned in each SAWAP project using the social media;
- Share knowledge and network.

- **Expected outcomes**

- The social media and collaborative web 2.0 tools are widely accessible and understandable;
- Improved effectiveness and dissemination of the activities of beneficiaries through enhanced use of social media;
- Country projects take advantage of the lessons learned from similar projects and best regional and global practices.

3. Participants and their expectations

The participants who were about forty in number were made up of communication and knowledge management experts of the SAWAP (Sahel and West Africa Programme) projects of 11 countries¹, journalists, members of the BRICKS Project implementing institutions ([IUCN](#), [CILSS](#) and [OSS](#)), the [World Bank](#), the focal point of [TerrAfrica](#) and of the Great Green Wall (GGW) in Ghana and consultants in charge of developing the SAWAP/BRICKS portal. The participants came from the following countries: Benin, Burkina Faso, United States, Ethiopia, France, Ghana, Guinea, Mali, Mauritania, Niger, Nigeria, Senegal, Sudan, Chad and Togo.

Prior to the workshop, online questionnaires were administered to the participants by IUCN and CTA to collect their technological profiles, their needs and background training and their expectations. The technological profiles that were identified based on the assessment conducted by IUCN show that 66.7% of the people have a Twitter account against 33.3% that do not and 1% for "other". Also, 77.8% of the people have a Facebook account against 11.1% that do not, and 11.1% for "other". It further appears from the assessment that 62.5% of the projects have a communication strategy against 25% that do not have any. The "other" in this case is at 12.5%. The Web 2.0 tools are mainstreamed at 57.1 against 28.6% that do not integrate them. The "other" is at 14%. The analysis of Web 2.0 uses revealed that hardly half of the projects have a communication strategy that includes the social media. The participants unanimously recognized that good command of the social media and collaborative tools would help them to define a sound social media strategy and achieve their development objectives as related to their respective target audiences.

¹ Benin, Burkina Faso, Chad, Ethiopia, Ghana, Mali, Mauritania, Niger, Nigeria, Sudan and Togo (Senegal was absent).

The assessment conducted by CTA and IUCN indicate that the training needs in the area of social media and collaborative web 2.0 tools are genuine and numerous. Hence the clear expectations expressed as follows:

- have good command of the social media and Web2.0 collaborative tools;
- develop their capacity for distance work among members of the SAWAP community in view of sharing project results, including success stories at the local, national, regional and international levels;
- strengthen interactions with their target audiences.

4. Methodological approach

Achieving the objectives is dependent on the approach used in the sessions. Because of the various levels of web 2.0 tools mastery by the participants, a participatory approach was selected in which the participants learn by doing. The training workshop was facilitated by the following consultants: Mr. Christophe Hien for aspects relating to social media and collaborative web 2.0 tools for development; MM. Afiss Bileoma and Matthias Hamitouche for the sessions on the SAWAP/BRICKS web portal. During the workshop, the participants had plenary sessions (theoretical presentations followed by discussions) and hands-on sessions (tutorials), with simultaneous interpretation (French and English) services provided by a team of interpreters.

5. Proceedings of the workshop

a- Opening ceremony

Chaired by Pr Kwabena Frimpong-Boateng, the Ghanaian Minister for Environment, Science, Technology and Innovation, the opening ceremony was marked by two addresses: one by Madam Saadia Bobtoya Owusu-Amofah of IUCN, Ghana and one by the Honorable Minister of Environment, Science, Technology and Innovation of Ghana.

- The welcome address by the IUCN Representative to Ghana

Madam Saadia Bobtoya Owusu-Amofah first thanked the Honorable Minister for Environment, Science, Technology and Innovation. She then recalled the objectives of the SAWAP programme and BRICKS Project as well as their focus on sustainable land management operations initiated by the 12 country investments. She further described the roles of the three institutions in charge of implementing the BRICKS Project (CILSS, IUCN and OSS) before recalling the interest and objectives of the regional workshop on capacity building for the use of web 2.0 collaborative tools, which represents a new opportunity for distance cooperation and collaboration. Madam Owusu-Amofah concluded by expressing her appreciation to the World Bank and stated that IUCN will spare no effort towards supporting the work in synergy in view of building a community for a just world that values and conserves nature. She urged all participants to work hand in hand and tap on the achievements of the SAWAP Programme and BRICKS Project.

- The opening speech by the honorable Minister for Environment, Science, Technology and Innovation of Ghana

Pr Kwabena Frimpong-Boateng, Minister for Environment, Science, Technology and Innovation first commended the participants on their punctuality. He then focused on the importance of conserving the resources of the SAWAP (Sahel and West Africa) programme countries. The honorable Minister recalled the importance of land and water resources, stating that we do not have additional resources. Hence the need for our community to mainstream it in all actions related to the use of such resources and their management. He welcomed participants to Ghana and thanked the organizers and donors of the workshop which is quite timely, as social media can no longer be circumvented nowadays if we are to disseminate best practices and experiences gained in terms of sound and sustainable land and water management. By way of conclusion, he wished the participants, on behalf of the Ghanaian government, a pleasant stay and full success in their deliberations.

b- Presentations and discussions

Following the self-introductions of participants, collection of their expectations and adoption of the agenda subject to the inclusion of amendments, the following designated daily rapporteurs worked in close collaboration with Félicité Mangang of IUCN and Robert Sanhama of CILSS:

- **Day 1** : Fatou Mar (OSS) and Samson Botchway (SAWAP project, Ghana);
- **Day 2** : Moussa Amara (Journalist-Togo);
- **Day 3** : Lilia Benzid (OSS) and Belgise Osman (SAWAP project, Sudan);
- **Day 4**: Tewabe Worku (SAWAP project, Ethiopia).

The following presentations were made during the deliberations:

- Introduction and analysis of Web 2.0 practice and uses in SAWAP projects, by Christophe Hien;
- Presentation of the BRICKS Project and roles of executing agencies, by Abdoukarim Dankoulou, CILSS;
- *Success Stories* of SAWAP projects : progress and way forward, by Lilia Benzid, OSS;
- Web 2.0 and social media: key concepts, definitions, functioning principles, Gmail : basic functionalities, Google agenda, Google Drive, Google+, Blog and microblog (Twitter), Facebook, advanced search on Google, content curation and syndication, video and image sharing online, by Christophe Hien;
- Secured Internet browsing, by Robert Sanhama, CILSS;
- BRICKS Social media policy, by Sandrine Ouattara, CILSS;
- BRICKS communication strategy, by Félicité Mangang, IUCN;
- Definition of a Web 2.0 communication strategy for SAWAP/BRICKS, by Christophe Hien and all participants;
- 2017 Plan of Action of the BRICKS communication component, by Félicité Mangang, IUCN;
- SAWAP/BRICKS Portal: SAWAP Conference, SAWAPRADIO 2.0, social media management from the SAWAP/BRICKS Portal, social network for the SAWAP/BRICKS community (BRICKS SHARE), resource sharing among SAWAP countries (GOOGLE DRIVE), by Afiss Bileoma and Matthias Hamitouche, OPENVISTA Company.

- Presentation of the BRICKS Project and roles of executing agencies, by par Abdoukarim Dankoulou

Mr. Dankoulou Abdoukarim recalled the objectives of the BRICKS project and progress made in the various actions carried out by the three implementing institutions of the BRICKS Project. During the discussions that followed the presentation, the participants noted the disparity, the gaps in terms of status of the respective SAWAP country projects. The organizers gave explanation, stating that the situation was due to the fact that the implementation of the SAWAP programme (which is guided by the country policy) had not started at the same time in all countries. They also recalled that the role of BRICKS, which is to enable the exchange of experiences among the States (the most advanced in the execution of the SAWAP projects and those that have just started). For the specific case of Mauritania, requests for accompaniment in communication and monitoring & evaluation were submitted to the BRICKS executing team. The work is in process.

- *Success Stories* of SAWAP projects: progress and way forward, by Lilia Benzid

Madam Lilia Benzid presented the progress made and examples of *success stories*. She called on the communication officers of SAWAP countries to provide information that would value the achievements and success stories of their respective projects. The review showed that three countries have already submitted contributions (Burkina Faso, Nigeria and Sudan). She used the opportunity to urge the remaining countries to follow suit. It was further recalled that all these *success stories* will be presented during the 4th SAWAP conference, scheduled to take place early May 2017.

- Web 2.0 and social media: key concepts, definitions, operational principles, Gmail: basic functionalities, Google agenda, Google Drive, Google+, Blog and microblog (Twitter), Facebook, advanced search on Google, video and image sharing online, content curation and syndication, by Christophe Hien

All theoretical sessions were followed by practical exercises. The session made it possible to present the developments in Web 2.0 since its creation and to initiate the participants to the following various aspects:

Clarifications of Web 2.0 key concepts to form a basis for the training session. The basic functions of Google presented thereafter led the participants to presenting the functionalities as related to searches, organization of electronic messages by title in **Gmail**. The session on Gmail basic functionalities was the opportunity of the participants who did not have a Gmail account to create one and thus get access to all Google applications.

With the newly created access to all Google applications, the session on **Google agenda** helped the participants to get acquainted with the possibilities for creating, managing and sharing their agenda with all collaborators and other people.

Through the session dedicated to **Google Drive**, the SAWAP teams and media men /women were made to discover Google automated tools, management techniques of files, directories and formula. The participants showed great interest in this module and were encouraged to practice to as to acquire enhanced command of Google and of its various applications. Evidence was also given that having a Gmail account was a prerequisite for access Google applications.

Google+ is a social medium (just like Facebook) which makes it possible to create categories and communities, and to manage the members of a community. Communities are chatting and experience sharing spaces on a subject matter or topic related to a shared interest. After a theoretical presentation, the participants learnt how to create and manage their own profiles, their contact circles and communities through practical exercises.

To be able better disseminate and share their experiences, the participants were initiated to blogging and microblogging with Blogger and Twitter.

A **blog** is a community tool that is built up by publishing articles in the same manner as a newspaper. A blog article or post may contain in addition to the text, images, videos and links to other sites. After having learnt the definitions of a blog and a microblog, participants went on to create and manage a blog. Videos and images were inserted in the blog through practical exercises on information publishing techniques on blogs and practical exercises.

YouTube is a hosting and video sharing website on which users can send, evaluate, watch, comment and share videos. The participants acquired knowledge on video file management on YouTube and learned how to export films to blogs. They were strongly advised to mainstream the creation and management of institutional blogs in institutional communication strategies.

Twitter is a social microblogging media that enables the user to send short messages free of charge (140 characters referred to as tweets), on the Internet, through instant messaging or SMS. The participants were given an overview of the main functionalities of Twitter (setting account parameters, creating and sending tweets). Following a practical exercise, they learnt how to work and link up Twitter and Facebook. This exercise was an excellent transition to social networks and more specifically Facebook.

Facebook is an online social network that enables its users to publish contents in the form of texts, images, videos, in view of interacting with other persons. This session was articulated around the creation of pages and groups, the use of a variety of applications. To share (articles, ideas and contents) on Facebook, it is helpful to have a strategy for selecting, sorting out and disseminating information. To achieve this, one should monitor and watch information.

Information watching is the monitoring of relevant published information on a topic, by undertaking search, processing and dissemination actions. This session consisted of creating alerts on the **Google Alerts** platform on web-published topics that are likely to raise people's interest. Information monitoring tools require one to have information sorting and sharing tools beforehand.

The participants were initiated to the use of the **Scoop.it!**, tool. This is a practical online tool for up-to-date information content search (aggregation), sorting (curation) and sharing (syndication). Aggregation of contents is done with key words or tags. It helps to cope with the phenomenon of "*infobesity*". It is a solution available for the selection of the more relevant articles and information via social media: Facebook, Twitter, etc.

The participants also went through practical exercises on how to use **Flickr**, an online image hosting and sharing site. With Flickr, one can store, organize, edit and share images online. At the end of the session (Web 2.0 and social media), they were capable of preparing their subject matters, defining the themes that can be curated and organizing (selecting) and sharing information, using the social media and collaborative tools.

At the end of the presentations and practical exercises, the participants asked questions that helped the facilitator bring clarifications in view of facilitating better ownership of such indispensable tools designed for capitalizing and disseminating best practices and experiences acquired in the area of sustainable land and water management in SAWAP projects and beyond.

Having Collaborative web 2.0 tools and using them require being present on the Internet. However, surfing on the Internet should be with certain security precautions.

- Secure Internet browsing, by Robert Sanhama

The Internet is a huge resource to be tapped on, but with adequate precaution. In his presentation, Mr. Robert Sanhama of CILSS highlighted the importance of the Internet, its role in the revolution of the world and betterment of our daily lives. Though, it is possible to securely surf with the various browsers (Firefox, Chrome, Safari...), these should be used carefully. It should also be noted that surfing in private mode enhances secure surfing, as all traces, temporary data and passwords are erased after signing out. The participants learned the need for securing their presence, their accounts and activating their security parameters on the social media (Facebook, Twitter and LinkedIn). It is therefore indispensable to have a digital hygiene that consists of protecting oneself against computer viruses (Trojan horse, spy software...). The participants were advised to change their passwords on a regular basis (every 3 to 6 months); avoid downloading unknown programmes; identify online shopping site and sales interfaces

and enquire about their identity (<https://>) readily contact suppliers. Also, they should avoid send their bank details by email.

While it is important to ensure one's security on the Internet, it is also indispensable to have a social media policy in order to better use them and take the best advantage of their potential.

- BRICKS social media policy, by Sandrine Ouattara

The social media policy of the BRICKS Project was presented by Ms. Sandrine Ouattara. She presented the policy on publications which is made up of a set of best practices in social media use. She went on to describe the social media strategy, tips on publishing, advice on the use of social media, adding a website to Facebook and the use of symbols. Finally, she recommended that caution be taken in publishing and posting messages.

- 2017 Plan of action of the BRICKS Communication component, by Félicité Mangang

The presenter first recalled the BRICKS communication objectives that underlie the 2017 plan of action of the BRICKS Communication component:

- **Objective 1:** To harmonize the strategy, actions and tools in support of the GGW and sustain the regional multi-partner dialogue.
- **Objective 2:** Build a community of practice and promote collaboration among the SAWAP portfolio projects' teams and main stakeholders as well as BRICKS executing institutions.
- **Objective 3:** Effectively disseminate knowledge on integrated natural resource management, climate change and natural disasters.
- **Objective 4:** Provide communication support and build the communication capacity of SAWAP project teams.

At the end of the presentation of the 36 activities were distributed under various communication objectives, among the participants, as part of the 2017 plan of action. This plan of action is in line with the needs of the SAWAP community. Also, the need for enhanced synergy among the communication experts, the Monitoring & Evaluation and best practice officers was emphasized in order to better identify, process and disseminate the achievements of BRICKS/SAWAP.

- Definition of a Web 2.0 communication strategy for SAWAP/BRICKS, by Hien Christophe and all participants

The participants first brainstormed and then with the assistance of the facilitator, they devised the Web 2.0 Communication strategy for BRICKS/SAWAP as follows:

Objectives	Targets	Tools	Uses
Objective 1: To harmonize the strategy, actions and tools in support of the Great Green Wall and of the regional multi-partner dialogue.	<ul style="list-style-type: none"> - SAWAP teams - National GGW Agencies - Technical and Financial partners (GGW) - Communication experts at Environment Ministers - Members of the working group on BRICKS communication - journalists 	Skype/Hangouts	- Coordination among teams
		Google Drive	<ul style="list-style-type: none"> - Sharing of documents, - Collaborative work - Feeding the SAWAP portal with information; dialogue and knowledge sharing space; collaborative work space
		Mailing list	- Connecting people and sharing documents
		Whatsapp	- conference and instant information sharing in sounds and images
Objective 2: To establish a community of practice and promote collaboration among the SAWAP portfolio projects' teams and stakeholders and BRICKS executing agencies.	<ul style="list-style-type: none"> - SAWAP communicators - BRICKS executing agencies - Com working group - journalists - GGW partners - Partner ministries' communicators 	SAWAP Portal	<ul style="list-style-type: none"> - promoting achievements; - tools for linking up with other portals
		Facebook/Twitter	<ul style="list-style-type: none"> - instant dissemination - scaling up of success stories
		Hangouts /Video conference	<ul style="list-style-type: none"> - meeting; - preparation of workshops and /or conferences
		Whatsapp/SMS	- dissemination of information to local communities
		SAWAP/Radio	- online dissemination of information (Smartphone and computer)
Objective 3: To effectively capitalize on	<ul style="list-style-type: none"> - grassroots communities - SLWM practitioners 	Facebook of SAWAP projects	-sharing, promotion of best practices

and disseminate knowledge on integrated natural resource management, climate change and natural disasters.	- beneficiaries - journalists - members of the parliamentarians' networks - farmers 'organizations - traditional chiefs and opinion leaders	Twitter of SAWAP projects	
		Sites web/of SAWAP projects	- sharing, promotion of best practices
		Drive	- collaborative work - validation, sharing of documents
Objective 4: To provide support and build the communication capacities of SAWAP project teams.	- SAWAP projects - communicators 'networks - communication working group - monitoring and evaluation officer - monitoring and evaluation working group	YouTube	- Sharing of videos, photos
		Frogleaps	- online training platform
		Scoop it	- monitoring and online sharing of resources

- SAWAP/BRICKS Portal: SAWAP conference, SAWAPRADIO 2.0, social media management from the SAWAP/BRICKS Portal, social media for the SAWAP/BRICKS community (BRICKS SHARE), sharing of resources among SAWAP countries (GOOGLE DRIVE), by Afiss Bileoma and Matthias Hamitouche, OPENVISTA Company

During this session on the SAWAP/BRICKS Portal, various points were dealt with:

- **Overview of the Portal www.swap.net** : a dynamic bilingual website (French and English) accommodating texts, images, audio materials, videos and diverse types of contents and/or multimedia files. Moreover, the website has an administrator module for background friendly contents management, in such a way that the administrators/editors/broadcasters/contributors/ ... can manage the web contents that will be posted on <http://www.sawap.net/>
- **SAWAP 2.0 Conference management component:** the participants were initiated to the management of online conferences. To this end, a demonstration was made on how the module operates (organization and saving of information/ data on a conference when the latter is scheduled and held).
- **Publishing contents /articles on the SAWAP/BRICKS Portal:** displaying and publishing articles from the background page /administrators was also taught. In addition, practical sessions were held whereby all participants gave their individual user name and password for the purpose of conducting a demonstration. They were then able to post and publish an article (with a title, some text and image) on the test website of SAWAP/BRICKS.
- **Google Drive Use:** through practical exercises, the participants were shown how to incorporate Google Drive (BRICKS drive) into the SAWAP/BRICKS Portal. There are categorized files dedicated to the 12 SAWAP member countries. Furthermore, the participants practice the sending of a video on the SAWAP Portal, using Google Drive.
- **BRICKSHARE vs. social media:** BRICKSHARE is the social network of the SAWAP/BRICKS Portal. This is a community-based social network module that enables users to create and manage projects, groups and networks.
- **SAWAPRADIO 2.0:** SAWAPRADIO is a community Web radio designed for SAWAP countries. It is accessible via digital radios on a Smartphone (Android and iOS) and also from the SAWAP/BRICKS Portal website. In addition to the presentation of the SAWAPRADIO, participants attended a live demonstrative session in a room adjacent to the conference room.

The various modules that were taught were supplemented with practical exercises. The trainers encouraged participants to use these tools and share among themselves the knowledge that they have acquired.

c- Recommendations

At the end of the deliberations, the participants made some recommendations to the organizers and participants as well:

- Organize thematic sessions separately (BRICKS) ;
- Prepare contents for the next training session to enrich the Portal and other spaces (SAWAP projects, journalists) ;
- Make presentations available in both languages (French and English) (BRICKS) ;

- Contribute to the implementation of the web 2.0 communication strategy (Communication experts of the SAWAP projects and of BRICKS, journalists) ;
- Contribute to the creation and sharing of contents for available spaces (SAWAP projects' communication experts, journalists) ;
- Rapid feedback from the SAWAP/BRICKS web portal administrator (s) and the working group on BRICKS communication (BRICKS) ;
- Feedback from SAWAP projects ' communication experts (SAWAP projects 'communication experts) ;
- Finalize *Success stories* (one per country) before the 4th SAWAP conference (SAWAP projects 'communication experts, BRICKS).

d- Final evaluation of the workshop

Two final evaluations of the workshop were respectively conducted by IUCN (forms) and CTA (<https://fr.surveymonkey.net/results/SM-T2T9XNSG>).

From the online evaluation by CTA, it appears that 23.53% of participants were women against 76.47% men. The media men and women (print press, magazine, radio and TV) accounted for 47.06% of participants against 35.29% from the ministries, government organizations and extension institutions. Regional and international organizations and donors accounted for 17.65% of participants.

The table below shows the satisfaction rate from the online evaluation:

	No comment	I strongly disapprove	I disapprove	I agree	I fully agree
Overall, I am satisfied with the training	6.67%	0.00%	6.67%	60.00%	26.66%
My initial expectations were met.	20.00%	0.00%	6.67%	53.33%	20.00%
I have acquired knowledge and skills that are useful for improving my work	6.67%	0.00%	0.00%	53.33%	40.00%
I have got new contacts that will be useful for exchanging information and acquiring new knowledge.	6.67%	0.00%	0.00%	33.33%	60.00%
I have been inspired by the potentialities offered by the Web 2.0 applications that were presented during the training	6.67%	0.00%	0.00%	53.33%	40.00%

Regarding the applications that the participants intend to use after the training on social media and Web 2.0 applications, the following results were obtained from the evaluation:

- * 83.33% of participants intend to use Google Drive;
- * 50% intend to use Blogs, Scoop.it! And advanced search;
- * 58.33% are planning to use social media.

The online evaluation by CTA on uses gives the following results:

Periodically publish information on my organization	58.33%
Re-publish and share contents on my own web space	16.67%
Obtain comments from the Public	41.67%
Collaborate more effectively by using online applications	50.00%
Access information in a selective manner	41.67%
Stay informed of news and events concerning my work	50.00%
Curb distance collaboration time and cost	41.67%
Share information	75.00%
Keep in touch with others	66.67%
Continue discovering and trying Web 2.0 applications	83.33%

It should be noted that 70% of the respondents see the Web 2.0 tools and social media as excellent sharing and linkage tools. Indeed, a large majority of participants intend to use the Web 2.0 tools and social media to share

information (75%), and 66.67 who envision using them for the purpose of keeping in touch with the others and continuing discovering and testing new applications (83.33%).

As one can see it, the statistics from the table of Web 2.0 tools and social media intended uses show that most participants see in them excellent tools for information sharing, connecting with partners and stakeholders outside their organizations and projects. They therefore wish to continue unveiling the potential of these tools.

In view of enhancing future workshops, IUCN has developed evaluation forms that were completed by the participants. The results of this evaluation are shown in the table below:

2. Organization				
What is your level of satisfaction concerning the logistic and technical organization?	Very good	Good	Satisfactory	Insufficient
Logistic organization of the workshop	25%	61%	11%	3%
Quality of the general organization	22%	52%	26%	-
Theoretical presentation	44%	52%	-	4%
Level of interaction during the theoretical presentation	33%	48%	15%	4%
Facilitation	46%	50%	4%	-
3. Content				
What is your level of satisfaction regarding the content?	Very good	good	Satisfactory	Insufficient
Gmail and Google applications	33%	48%	15%	4%
Understanding of Web 2.0 concepts	22%	52%	19%	7%
Google Agenda use	26%	54%	15%	5%
Google drive (importing files, sharing and collaborative work)	27%	54%	15%	4%
Google+ (community creation and management)	7%	61%	25%	7%
Blog use	15%	55%	26%	4%
Facebook and Twitter use	41%	44%	15%	-
Content curation and syndication (alerts and Scoop.it!)	8%	52%	32%	8%
Secured Internet surfing	33%	45%	22%	-
Social media policy	42%	39%	19%	-
Sharing of videos and images (YouTube, Flickr)	19%	35%	46%	-
BRICKS social media strategy	44%	30%	26%	-
SAWAP web portal use	26%	52%	18%	4%

Regardless of the criterion, the overall level of participants' satisfaction was above 80%. However, some participants wished that future trainings do not concentrate such useful and relevant contents in only one week. They clearly suggested that training session that would enable them to focus on a limited number of modules be organized. They further suggested that for such training, the quality of the Internet connection be taken into consideration when choosing the venue for the training.

e- Closing ceremony

The closing ceremony was marked by two addresses: the remarks by the representative of participants, Mr. Saidou Daoura of the SAWAP project of du Niger and the closing remarks by BRICKS delivered by Mr. Dankoulou Abdoulkarim (on behalf of the three institutions)

- The remarks by the representative of participants

In his address, the representative of participants first expressed the gratitude of participants to the host country, Ghana, for their hospitality and for the honor done to them with the chairing of the opening ceremony by Minister for Environment, Pr Kwabena Frimpong-Boateng. He then thanked the representative of IUCN in Ghana, the World Bank (the main donor) and all partners, interpreters and trainers. Mr. Daoura closed his remarks by expressing his appreciation to the three implementing agencies of the BRICKS project (IUCN, CILSS and OSS) for the choice of the topic which is quite current and has enabled participants to further learn about the opportunities offered by the web 2.0 and community radio: SAWAPRADIO created under the BRICKS project.

- The closing remarks by BRICKS

In his closing remarks, Mr. Dankoulou Abdoulkarim on behalf of the three institutions (IUCN, CILSS and OSS), first thanked the participants for their assiduity to the deliberations, which testifies to their interest in the topic of the training. He further clarified that the presentations have made it possible to unveil all facets of the Web 2.0 communication tools which are now at the reach of participants and that it is their responsibility henceforth to make good use of them in order to achieve the BRICKS project communication goals and hence the development objectives of the SAWAP projects in support of the Great Green Wall. Mister Dankoulou concluded with many acknowledgements: first to the high level officials of Ghana who spared no effort to ensure the success of the workshop; then to the World Bank group for their consistent support for the resilience of the populations to climate change; to the OPENVISTA Company for their professionalism and accompaniment of the BRICKS project in its digital transition with state-of-the-art tools and finally to the facilitator, Christophe Hien for his professionalism and human qualities. While wishing each participant a safe journey back to their respective countries, Mr. Dankoulou declared the deliberations of the workshop on building the capacities of media men and women for the use of web 2.0 for development, closed.

6- Conclusion

The present workshop is a logical follow up to the one organized in Lomé on developing the capacities of media men and women in sustainable land and water management (SLWM) in October 2016. Communication through traditional media (paper, radio, TV, etc.) and the Web 2.0 media are two sides of the same medal. The present workshop on social media and collaborative web 2.0 tools for development was prepared in an iterative and participatory manner. In the opinion of participants, the training have enabled them to take ownership of a great number of terminologies and Web 2.0 and social media dissemination and sharing tools. The workshop has also enabled to develop the skills of communication experts of SAWAP projects and media men and women in terms of information sharing and dissemination, strategies for the promotion and visibility of achievements in the area of land and water management through social media and Web 2.0 tools for development. Such results were made possible with the joint efforts and good collaboration among the host country, the World Bank, IUCN, CILSS and OSS, the consultants and all participants.

The collaboration has helped to have suitable modules in both French and English; conduct interactive and rich sessions in terms of knowledge sharing and skills acquisition. Finally, the training is a step towards strengthening dynamic and sustainable networks for the sharing and dissemination of useful and relevant information in the area of land safeguard and restoration in SAWAP countries in support of the Great Green Wall Initiative.

7- Acknowledgement of collaborators and donors

IUCN, CILSS and OSS wish to thank all technical and financial partners who have contributed to the holding and success of this regional workshop, more specifically:

- The host country (Ghana) for the warm welcome and technical support given through IUCN and its partners;
- World Bank;
- The Focal Point of TerrAfrica and GGW in Ghana ;
- The consultants in charge of developing of the BRICKS Portal (OPENVISTA Company) ;
- The facilitator of the workshop;
- The translators and interpreters;
- The journalists ;
- The communication and knowledge management experts of SAWAP projects; and
- The entire staff of IUCN that worked before, during and after the workshop to ensure its full success.

8. Annexes:

- **Documentation:** <http://english.sawap.net/index.php/2018/01/05/documentation-of-the-communication-workshop-13-16-february-2017-accra/>

- **Photographs:** <https://flic.kr/s/aHsm33vMmb>

- **Photo-documentation:** <http://www.sawap.net/wp-content/uploads/2017/02/photodocumentation-Accras-workshop.pdf>

- Evaluations

- Link to ex-ante evaluation (IUCN): https://docs.google.com/forms/d/1Dpk67prw_EiWyiRv0ZWmxVGpMmcukd8ZSsUQqWPfwQ/edit#responses
- Link to ex-ante evaluation (CTA): <https://fr.surveymonkey.net/results/SM-GVKFL8M3/>
- Link to post and ex-ante evaluation (CTA): <https://fr.surveymonkey.net/results/SM-T2T9XNSG/>
- Final evaluation form of the workshop: <https://drive.google.com/file/d/0B-gz5iGECxCIUjJDbDRiazkyUmM/view?usp=sharing>