



SAHARA  
AND SAHEL  
OBSERVATORY



## Agenda - Regional workshop on communicating projects results to different audiences

17-21 July 2017

Niamey, Niger

"Building Resilience through Innovation, Communication and Knowledge Services" (BRICKS) Project

### DAY 1: 17 July

Time	Activity	Content	Responsible
8.00-8.30	Preparation of the room		PP, Felicite, Armel, Christophe
08.30-9.00	Reception of participants	Registration	IUCN team
<b>Session 1. Kick off and introductions</b>			
09.00-9/30	Opening ceremony	<ul style="list-style-type: none"> <li>- Welcome address by coordinator of the PAC3 project</li> <li>- Speech by IUCN on behalf of BRICKS implementing organisations</li> <li>- Opening speech by Minister of the Environment and Sustainable Development</li> </ul>	Christophe
09.30-10.00	<b>Group photo and coffee break</b>		<b>FM, Daoura and all</b>
10.00-10.20	<ul style="list-style-type: none"> <li>- Self-introductions and collection of participants' expectations</li> <li>- Sharing what works well when people work together in a workshop, group responsibilities</li> </ul>	<ul style="list-style-type: none"> <li>- Introduction around the tables</li> <li>- Objectives workshop</li> <li>- Agenda</li> </ul>	Peter Paul van Kempen, Félicité, Dankoulou
10.20-10.30	BRICKS and roles of implementing organisations	Presentation + discussion	Dankoulou
10.30-11.00	Evaluation of communication training activities	Explanation and filling in of the questionnaire	Jacques
<b>Session 2. Vision on GWW</b>			
11:00- 11.30	Exercise 3: Individually Describe in key words: What is the Great Green Wall? How will the Great Green Wall look like? Make a simple drawing, a sketch of how the Great Green Wall will look like.	Identifying current knowledge and vision	PP, FM
11.30-11.45	Exercise 3: Share and discuss with table partners: Describe the Great Green Wall and make a simple sketch together	Sharing knowledge and vision	PP, FM

11:45-12.00	Collect sketches and put on wall, gallery walk and plenary discussion	Presentation and discussion	Armel, Bora, CH, FM
12.00-12.15	Presentation on Vision of GGW	Informing on latest vision	Razingrim
12.15-12.30	Plenary reflection and discussion	Discussion on a common vision	PP
12.30- 13.00	<b>Lunch break</b>		<b>All</b>
	<b>Session 3 : Learning by presenting – Peer to peer learning</b>		
13.30-14.00	Introduction and exercises		PP
14.00-14.50	Plenary reflection	Learning by presenting	PP
14.50-15.00	Listen to a few stories	Stimulation storytelling	PP
15.00-15.30	Plenary reflection	Deepening of knowledge	
<b>15.30-16.00</b>	<b>Coffee break</b>		<b>All</b>
	<b>Session 4. Understanding Resilience &amp; Nature-based solutions</b>		
16.00-16.05	Introduction		PP
16.05-16.20	- Work in duo's: journalist and comm expert - Plenary sharing	Work in pairs of Communication expert & Journalist First: Communicaton expert is listener, journalist is 'teacher' Explain what is Resilience and What are Nature-based solutions. Use examples. Use a metaphor. Next: Change role	PP
16.20-16.40	Plenary reflection		PP
16.30	Presentation on Resilience and Nature-based Solutions	Deepening of understanding	Bora
16.40	Plenary Reflection		
16.40-17.00	Evaluation: Write individually: What was most meaningful for you? Who wants to share? What did we like, what should we do differently tomorrow?	Insight in progress and meeting expectations	PP, FM
<b>17.00</b>	<b>End of day 1</b>		<b>PP, FM</b>

## Day 2: 18 July

Time	Activity	Content	Responsible
8.30-9.00	<b>Reception of participants</b>		
9.00-9.10	<b>Where are we?</b>	- Presentation by two participants about day 1	Christophe Hien
9:10-11:00	<b>Session 5: Strategic communication and Storytelling</b>	- What is Strategic Communication? -What is the power of Storytelling? - How can we use it for our work?	Peter Paul van Kempen
11:00-11:30	<b>Coffee break (morning)</b>		<b>All</b>
11:30-13:00	<b>Session 6: Know your audience: Government, Business, Civil Society, Communities</b>	-Change game -Presentation on behaviour change & influencing government	Peter Paul van Kempen

		and business	
13:00-14:00	<b>Lunch break</b>		<b>All</b>
14:00-15:30	<b>Session 7 : Developing Success story on positive change for GWW</b>	- Plenary instructions - Individual work using Homework feedback, peer to peer learning - Plenary sharing and feedback	Peter Paul van Kempen
15:30-16:00	<b>Coffee break (afternoon)</b>		<b>All</b>
16:00-17:00	<b>Session 8: Developing Success story on positive change for GWW</b>	- Follow up of session 7 - Plenary information on how to use this knowledge at home (Frogleaps e-learning course) - Evaluation	Peter Paul van Kempen Félicité Mangang

### Day 3: 19 July

Time	Activity	Content	Responsible
8.30-9.00	<b>Reception of participants</b>		
9.00-9.10	<b>Where are we?</b>	- Presentation by two participants about Day 2	Christophe Hien
9:10-11:00	<b>Session 9: Improving Success story on positive change for GWW</b>	- Exercise on techniques - Presentation about techniques - Working on Storyboard - Plenary discussion	Peter Paul van Kempen
11:00-11:30	<b>Coffee break (morning)</b>		
11:30-13:00	<b>Session 10: Improving Success story on positive change for GWW</b>	- Exercise on techniques - Presentation about techniques - Working on Storyboard - Plenary discussion	Peter Paul van Kempen
13:00-14:00	<b>Lunch break</b>		<b>All</b>
14:00-15:30	<b>Session 11: Improving Success story on positive change for GWW</b>	- Exercise on techniques - Presentation about techniques - Working on Storyboard - Plenary discussion	Peter Paul van Kempen
15:30-16:00	<b>Coffee break (afternoon)</b>		<b>All</b>
16:00-17:00	<b>Session 12: Preparation of Fieldtrip, logistics, instruction for assignment</b>	- Presentation - Assignment - Evaluation	PAC3 Christophe Hien

### Day 4: 20 July

FIELDTRIP – Team assignment for pairs of journalist and comm expert – produce a 1-minute Story

## Day 5: 21 July

Time	Activity	Content	Responsible
8.30-9.00	<b>Reception of participants</b>		
9.00-9.10	<b>Where are we?</b>	- Presentation by two participants	Christophe Hien
9.10-9.30	<b><u>Results of Evaluation Questionnaire</u></b>	- Sharing results of evaluation - Feedback, discussion, recommendation	Jacques Somda
9:30-11.00	<b><u>Session 13 : Learning by presenting – Monitoring and Evaluation of changes</u></b>	- Listen to a few 1-Minute stories field trip - Plenary reflection and feedback - Presentation for each SAWAP country in pairs (journalist and comm expert) - Feedback and peer to peer learning	Christophe Hien Peter Paul van Kempen
11:00-11:30	<b>Coffee break (morning)</b>		<b>All</b>
11:30-13:00	<b><u>Session 14: Learning by presenting – Monitoring and Evaluation of changes</u></b>	- Presentation for each SAWAP country in pairs (journalist and comm expert) - Feedback and peer to peer learning	Peter Paul van Kempen
13:00-14:00	<b>Lunch break</b>		<b>All</b>
14:00-15:30	<b><u>Session 15: Closing Ceremony</u></b>	- Evaluation of the workshop, - Reading and amendment of the synthesis of workshop - Closing	Christophe Hien
15:30-16:00	<b>End of the workshop</b>		All