



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

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

**The collaborative web 2.0 tools: a new opportunity for distance cooperation**

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

## **IUCN welcome address**

**By Saadia Bobtoya Owusu-Amofah (Mrs.), IUCN Ghana**

Good Morning Hon. Ministry of Environment, Science, Technology and Innovation (MESTI),  
Ladies and Gentlemen,

Mr. Technical Director of the Ministry of Environment, Science, Technology and Innovation  
(MESTI),

SAWAP project Coordinator and project teams

I am pleased to be here this morning to take part in this important regional workshop.

First of all, on behalf of the three BRICKS agencies (IUCN, CILSS and OSS), I would like to welcome you to Ghana and wish you a great stay in Accra.

As you may know, the BRICKS project (Building Resilience through Innovation, Communication and Knowledge Services) was officially launched in March 2014 in Ouagadougou. It aims to improve the resilience of the landscapes and the people's livelihoods, thereby contributing to poverty reduction and curbing the degradation of natural resources.

The BRICKS project is a 6-year programme designed to set up a regional knowledge and monitoring center for above one billion dollar investment operations in a multi-sectorial portfolio of sustainable landscapes in the 12 countries covered by the SAWAP (Sahel and West Africa Programme) in support of the Great Green Wall.

This project supports SAWAP by providing operational services to country projects to help identify regional and global innovations, promote them through better communication, and put that knowledge into use.

## **Ladies and Gentlemen, dear participants**

Each Center of Excellence is responsible for implementing distinct activities linked to land and natural resource management in the Sahel and West Africa region:

- the Permanent Inter-States Committee for Drought and Desertification Control in the Sahel (CILSS) is in charge of knowledge management and dissemination;
- the Sahara and Sahel Observatory (OSS) is in charge of geospatial applications and monitoring & evaluation of the project portfolio, and
- the International Union for Conservation of Nature's Central and West Africa Programme (IUCN-PACO) is the lead agency in the areas of biodiversity and networking and communication strategies.

Since the launch of the BRICKS project in March 2014, a number of actions have been undertaken in the area of communication around the Great Green Wall and Sustainable land and water management (SLWM), in collaboration with the SAWAP project teams, notably the development and implementation of the BRICKS project's strategy and annual communication plan, capacity building of communication experts, development of communication tools, knowledge and experience sharing (social media: Facebook, Twitter, [www.sawap.net](http://www.sawap.net) Portal); and networking of experts.

This workshop is therefore in line with the IUCN responsibilities under the BRICKS project and is a logical continuation to the work begun since the launch of the BRICKS Project; this workshop is also a continuation to the workshop that held in Lomé last October to strengthen your capacities on sustainable land and water management for those here who had the chance to attend.

The present workshop aims 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 the main stakeholders of the SAWAP portfolio as well as the BRICKS Project executing institutions.

I have no doubt that from this workshop, you will be much better able to collect, process and disseminate the lessons learned, success stories and knowledge acquired in each SAWAP project, using social media and collaborative web 2.0 tools; and to share knowledge and network.

## **Ladies and Gentlemen, dear participants**

I would like to take this opportunity to thank the World Bank, which, in line with its development objectives in the African region, has expressed its interest in supporting 12 African countries to increase their resilience, in order to combat hunger and poverty.

My thanks also go to the CILSS and the OSS for their involvement in the organization of this meeting and their collaboration in the effective implementation of the BRICKS project.

I reiterate IUCN's commitment to work in synergy to build a sustainable community of practice for a world that conserves and values nature.

So, I encourage all of you to work together to optimize communication, presence, visibility and interactions with the SAWAP community and its partners. This will thus contribute to improve the livelihoods of millions of Africans.

Finally I wish you a fruitful workshop.

Thank You.