



SAHARA
AND SAHEL
OBSERVATORY



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

Regional workshop on communicating project results to different audiences.

July 17-21, 2017 (5 days)

Niamey, Niger

Terms of reference

1. Background

The World Bank/GEF SAWAP-Sahel and West Africa Programme is designed to scale up sustainable land and water resource management in 12 sub-Saharan countries¹. It constitutes the main World Bank support for the Great Green Wall for the Sahara and Sahel Initiative (GGWSSI) as it enables target countries to cope with climate variations and climate change through the enhancement of the livelihoods of vulnerable communities that depend on natural resources and protection of natural assets.

BRICKS (Building Resilience through Innovation, Communication and Knowledge Services) 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 in support of the Great Green Wall Initiative.

The Permanent Inter-States Committee for Drought and Desertification Control in the Sahel (CILSS), the Sahara and Sahel Observatory (OSS) and the International Union for Conservation of Nature's Central and West Africa Programme (IUCN-PACO) are the regional Centers of Excellence in charge of implementing the BRICKS project in collaboration with the project teams and actors of the 12 countries covered by the Sahel and West Africa Programme. Each Center of Excellence is responsible for implementing distinct activities linked to land and natural resource management in the Sahel and West Africa region: CILSS is in charge of knowledge management and dissemination, OSS is in charge of geospatial applications and monitoring & evaluation of the project portfolio, and IUCN 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, 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 and journalists, development of communication tools and knowledge and experience sharing (social media: Facebook, Twitter, www.sawap.net Portal) and networking of experts.

2. Rationale

In previous BRICKS capacity development workshops for BRICKS and SAWAP communicators and journalists, attention was given to strategic communication and storytelling. The results are a BRICKS communication plan, based on participatory approaches and some first attempts to produce a small number of success stories. The communication plan is now a BRICKS management tool and the stories are meant to be used to build support among decision makers and the general public in the various countries for SAWAP projects and the Great Green Wall Initiative. As the previous capacity development workshops addressed a great range of issues with very little time to learn techniques and skills for story telling in the workshops the result is that only a few participants succeeded in producing a story; and that these stories do not yet make optimal use of effective strategies and techniques and therefore may have yet little or no impact.

¹ Benin, Burkina Faso, Chad, Ethiopia, Ghana, Mali, Mauritania, Niger, Nigeria, Senegal, Sudan and Togo

To improve communicators' skill for better impact and taking into account this strong need of communication on the project results, the workshop is designed to enhance skills of participants to collect and produce stories on projects results to different audiences. Thus, prior to the meeting, a questionnaire will be prepared and sent out to the SAWAP projects in order to collect the information on SAWAP projects partners (and their roles) and the ambassadors for the Great Green Wall Initiative for a better communication. This information will be used during the workshop. Also, in order to better communicate on project results that mainly focus on the GGW implementation, it is imperative that participants understand the vision of the GGW. The vision has shifted from a line of trees to a mosaic of different land uses, and recognises the need for restoring and sustainably managing land for different uses, including agriculture, building on the knowledge and resources of local land users. This new vision is supported by governments and tries to steer the Great Green Wall in a more positive direction. It is a vision of the future that combines desirable social and environmental outcomes.

The workshop will be the occasion to effectively present and recall this new vision to participants.

The workshop and its intended products could feed into the idea of producing one or more IUCN infographics on community resilience through nature-based solutions to adapt to climate change in dry land areas. The infographics will be an additional tool to influence decision makers.

3. Objectives and results

- **Overall Goal**

Contribute to communicating to key audiences how the SAWAP projects results in support to Great Green Wall Initiative implementation by producing success stories for decision makers in governments, business and civil society that proof the added value of the various national GGW projects.

- **Workshop objectives**

- Assess the progress made by participants who attended the various training workshops organized in the course of the past years;
- Enhance knowledge of participants in effective storytelling strategies and techniques that transmit "our" vision on GGW through nature-based solutions to adapt to climate change in dry land areas;
- Build a positive attitude and desire of participants to actively engage in 21st century communication approaches that promote the GGW through nature-based solutions to adapt to climate change in dry land areas;
- Enhance skills of participants to collect and produce stories that stick with decision makers and other stakeholders and instill in them the desire to invest in building community resilience through nature based solutions to adapt to climate change in dry land areas.

- **Desired outcomes**

- Knowledge of participants in effective storytelling strategies and techniques for communicating "our" vision on the GGW through nature based solutions to adapt to climate change in dry land areas are enhanced;
- A positive attitude and desire of participants to actively engage in 21st century communication approaches are built;
- Participants' skills to collect and produce stories that stick with decision makers and instill in them the desire to invest in building the GGW through nature based solutions to adapt to climate change in dry land areas are enhanced;
- Participants are able to identify changes in knowledge, attitude and practices from capacity development activities conducted through the BRICKS.

4. Working methodology

- **Approach**

The workshop will start broadly with building on current experiences of participants and will, over the course of the days, narrow down to the specific desired outcomes.

The workshop will be organized around professional updating, adult learning and group work. The workshop will start on July 17th, 2017. The closure will be on 21th, 2017.

The workshop will alternate plenary sessions, practical and field visit, and simultaneous translation (French/English) will be provided.

The occasion will be given to journalists who participated to the 4th SAWAP conference and the field trip in Ghana in May 2017, to share their articles with the participants.

To ensure continuity and smooth flow, the same facilitator from the Lome workshop (Mr. Christophe Hien) will help managing this workshop. In addition, the IUCN Commission on Education and Communication (CEC) Members (Peter Paul Van Kempen, Louisa Diggs), who provided the training during the Lome workshop in October 2016, will provide the support once more.

- **Planned activities**

- The Great Green Wall Initiative vision;
- SAWAP projects partners and their roles;
- Collect, analyze and share data on past trainings' outcomes (changes on participants' knowledge, attitude and practices);
- Capacity building of participants in terms of Storytelling/Success Stories;
- The www.frogleaps.org website and its content for communication skills improvement and learning;
- Drawing of an infographic illustrating the actual vision of the Great Green Wall;
- Communication for sustainable land and water management: monitoring and evaluation of changes;
- Field visit to Tchirofondou, located 60 km south of Niamey;
- Empowerment of the pool of media men and women interested in SLWM.

5. Date and venue

The workshop is scheduled to take place in Niamey, Niger on July 17-21, 2017.

6. Participants

The workshop will bring together teams of the SAWAP projects including team members in charge of communication, knowledge management activities and best practices, members of BRICKS communication working groups (IUCN, CILSS, OSS) and the World Bank, GGWI and TerrAfrica Focal points in Niger, as well as representatives of international and regional partners of the GGWI, totaling about fifty participants distributed as follows:

- Journalists (in a bid to ensure continuity, ideally but with minor exceptions, the same participants who attended the Lome and Accra capacity building workshops, on the theme of Sustainable Land and Water Management and, on use of social media and collaborative web 2.0 tools for development, respectively in October 2016 and February 2017) will again be convened. Female participants will be encouraged so as to promote gender balance in knowledge acquisition for enhanced information broadcasting on sustainable land and water management;
- Men and women communication and knowledge management experts in SAWAP Projects (12);
- Members of the BRICKS and World Bank Working Groups:
 - IUCN (5)
 - CILSS (3)
 - OSS (3)
 - TerrAfrica communication specialist (1)
- The TerrAfrica Focal Point, Niamey (1)
- The GGWI Focal Point, Niamey (1)
- Members of the IUCN Education and Communication Commission (2)

7. Field visit

The participants will really experience different types/ways of land management for the field trip. So they will undertake a one-day field visit to a SAWAP project site in Niger, namely the Water and Soil Conservation / Soil Defence and Restoration in Tchirofondou, located 60 km south of Niamey. Participants will have a discussion session with a group of farmers organized in Management Committee (COGES) and undertaking work of regeneration of environment.

The visit will enable participants to share experience of actors in the area of sustainable land and water management, notably water and soil conservation, soil defence and restoration. It will also allow testing Storytelling, among the respective actors, in synergy among the teams.

8. Budget

All participants will be sponsored by IUCN under its BRICKS Communication Strategy budget line. Costs to be covered will include the CEC members participation (training), the facilitator, the translators and interpreters as well as overheads and logistical costs incurred by the workshop (meeting room, air tickets, food, accommodation, etc.).

9. Agenda

Day 1: July 17

8:30-9:00	Registration of participants	
9:00-11:00	<u>Session 1: Kick off and introductions</u>	<ul style="list-style-type: none"> - Welcome by IUCN on behalf of implementing organisations and opening by Minister or his representative - Workshop objectives - Introduction by Peter Paul van Kempen - Programme Workshop - Methodology, roles & responsibilities - Introduction and expectations of participants - Introduction of BRICKS and role of agencies (- Quiz: 'Strategic communication and Storytelling and plenary discussion)
11:00-11:30	Coffee break (morning)	
11:30-13:00	<u>Session 2: Vision of GGW</u>	<ul style="list-style-type: none"> - Individual exercise: describe in key words GGW + make a simple drawing how it looks - Plenary sharing, discussion - Presentation: Our Vision of GGW - Plenary sharing: how does this vision affect our perceptions and communications?
13:00-14:00	Lunch break	
14:00-15.30	<u>Session 3 : Learning by presenting – Peer to peer learning</u>	<ul style="list-style-type: none"> - Introduction - Listen to 5 Story-presentations (5 minutes) of 5 participants about SAWAP-projects - After each presentation: peer to peer reflection - Plenary discussion and consult from facilitators
15:30-16:00	Coffee break (afternoon)	
16:00-17:00	<u>Session 4: Understanding Resilience & Nature-based solutions</u>	<ul style="list-style-type: none"> - Work in duo's: journalist and comm expert - Plenary sharing - Short presentation about Resilience & Nature-based solution - Evaluation

Day 2: July 18

9.00-9.10	Recap of day 1	Presentation by two participants about day 1
9:10-11:00	Session 5: Strategic communication and Storytelling	<ul style="list-style-type: none"> - Exercise in pairs - Plenary exchange - Presentation
11:00-11:30	Coffee break (morning)	
11:30-13:00	Session 6: Know your audience: Government, Business, Civil Society, Communities, Journalists	<ul style="list-style-type: none"> - Exercise individually: Make a list of your key audiences. Categorise them. What is their role? How do you approach them differently (message, means, call for action) - Work in pairs - Plenary exchange - Presentation on influencing government and business - Conclusions
13:00-14:00	Lunch break	
14:00-15:30	Session 7: Developing Success story on positive change for GGW	<ul style="list-style-type: none"> - Plenary instructions - Individual work using Homework: Main message, Conflict, Characters & Plot - Sharing in pairs, feedback, peer to peer learning - Plenary sharing and feedback
15:30-16:00	Coffee break (afternoon)	
16:00-17:00	Session 7: Developing Success story on positive change for GGW (cont.)	<ul style="list-style-type: none"> - Follow up of session 7 - Plenary information on how to use this knowledge at home (Frogleaps e-learning course) - Evaluation

Day 3: July 19

9.00-9.10	Recap of day 2	Presentation by two participants
9:10-11:00	Session 8: Improving Success story on positive change for GGW	<ul style="list-style-type: none"> - Exercise on techniques - Presentation about techniques - Working on Storyboard - Plenary discussion
11:00-11:30	Coffee break (morning)	
11:30-13:00	Session 8: Improving Success story on positive change for GGW (cont.)	<ul style="list-style-type: none"> - Exercise on techniques - Presentation about techniques - Working on Storyboard - Plenary discussion
13:00-14:00	Lunch break	
14:00-15:30	Session 8: Improving Success story on positive change for GGW (cont.)	<ul style="list-style-type: none"> - Exercise on techniques - Presentation about techniques - Working on Storyboard - Plenary discussion
15:30-16:00	Coffee break (afternoon)	
16:00-17:00	Session 9: Preparation of Fieldtrip, logistics, instruction for assignment	<ul style="list-style-type: none"> - Presentation - Assignment - Evaluation

Day 4: July 20

FIELD TRIP - Team assignment for duo's of journalist and comm expert – produce a 1-minute Story

Day 5: July 21

9.00-9.10	Recap of day 3 and from the field trip	Presentation by two participants
9:10-11:00	<u>Session 10</u> : Learning by presenting – Monitoring and Evaluation of changes	<ul style="list-style-type: none">- Listen to a few 1-Minute stories field trip- Plenary reflection and feedback- Presentation for each SAWAP country in duo's (journalist and comm expert)- Feedback and peer to peer learning
11:00-11:30	Coffee break (morning)	
11:30-13:00	<u>Session 10</u>: Learning by presenting – Monitoring and Evaluation of changes (cont.)	<ul style="list-style-type: none">- Presentation for each SAWAP country in duo's (journalist and comm expert)- Feedback and peer to peer learning
13:00-14:00	Lunch break	
14:00-15:30	<u>Session 11</u>: Wrap-up and closure	Evaluation, what to take home, follow up, closure