

Updating the BRICKS Project Communication Action Plan

From July 1st, 2014 to June 30th, 2015 (To be implement till December 2015)

| Communication Objective | Activity | Schedule | Responsible actors | Associate actors | Evaluation Measure | Level of implementation |
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| Management objective: Harmonize strategy, actions and tools in support of the GGW and sustain multi- partners regional dialogue | | | | | | |
| To improve internal communications channels with BRICKS project's primary stakeholders | 1. Compile a list of all the communication persons working in the GGWI partners' institutions, TerrAfrica and similar regional initiatives | March 1 st , 2015 | IUCN | All (Communicate contacts of GMV officials in countries) | Mailing list of primary and secondary BRICKS Project stakeholders | begun Finalize the lists and share |
| | 2. Regularly update the communication stakeholder list | Monthly on 30 th /31 st - starting April 2015 | IUCN | All | Updated list | |
| | 3. Create working group from the 3 Centers of Excellence, specify specific roles for each person and create communication plan | September 30 th , 2014 | IUCN | OSS, CILSS, WB | Specific roles | Communication working Group functional since September 2014 |
| | 4. Organize virtual meetings for regular updates and to discuss emerging issues | Weekly | IUCN | OSS, CILSS, WB | Minutes of the meetings # of meetings between OSS, CILSS & IUCN | 6 minutes of meetings held since December 2014 |
| | 5. Establish a process to review and update Action Plan quarterly | bi-annually | IUCN | CILLS, OSS, SAWAP Projects | Revised plan | |
| To establish a network and identify active members | 6. Create Relations Management System | June 30 th , 2015 | CILSS, Consultant | IUCN, OSS, WB | Relations Management System | On going |
| To establish regular communication with BRICKS project's primary stakeholders | 7. Establish an event calendar of meetings and events relevant for the GGWI | Permanently | WB | CILSS, OSS, IUCN, SAWAP Projects | Functioning Event calendar | |
| | 8. Regularly update event calendar | Permanently | WB | IUCN, CILSS, OSS, SAWAP Projects and other partners | Updated calendar | To be done |

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| | 9. Periodically organize in virtual meetings with GGW partners. Each partner will convene on a rotation basis. | Quarterly – Rotating between SAWAP project teams, World Bank & AU | WB (Grazia) | IUCN, CILSS, OSS, SAWAP Projects and other partners | Minutes of the meeting on a rotation basis # of meetings between IUCN and (1) SAWAP teams, (2) WB (3) AU | To be done |
| | 10. Organize one regional conference call with SAWAP country teams to discuss emerging issues | Yearly | WB (Grazia) | IUCN, CILSS, OSS, SAWAP Projects | Minutes of meeting | To be done |
| | 11. Organize one international conference call with international and regional partners to discuss emerging | Yearly | IUCN | CILSS, OSS, WB, SAWAP Projects and other partners | Minutes of meeting | To be done |
| Management objective: Promote collaboration and build a community of practice among the project teams and key stakeholders of the SAWAP portfolio as well as with the implementing institutions of the BRICKS | | | | | | |
| To develop clear and consistent definition of GGW & BRICKS that are delivered in one voice | 12. Create glossary to facilitate common understanding of the meaning of the GGW and BRICKS identity | May, 2015 | IUCN | OSS, CILSS, WB, AU, GM, FAO... | Glossary of terms and definition | To be done |
| | 13. Design templates for PPT and a brochure that country projects can adapt, and, talking points in both English and French | February 28 th , 2015 | WB | IUCN, OSS, CILSS | SAWAP project examples of adapted PPT and brochures | Available and to share (SAWAP.net) |
| | 14. Design template to facilitate collection of best practices on SLM | February 20 th , 2015 | IUCN | CILSS, OSS, WB, SAWAP projects communication experts | Templates | Validated during the 2 nd comm. experts workshop (Addis Abeba) |
| | 15. Facilitate and stimulate debate on SLM practices | Permanently | IUCN | | # of stories on SLM best practices | |
| | 16. Create a social media policy and twitter guidebook | Avril 2015 | IUCN | CILSS, OSS, WB | Social media policy | To be done |
| | 17. Create a BRICKS twitter account and make it available to all SAWAP country teams | September 15, 2014 | CILSS (Consultant) | IUCN, OSS, WB, SAWAP Projects communicators | Twitter account & twitter guidebook | Facebook and Twitter pages functional |
| | 18. Manage twitter account | Permanently | CILSS | Consultant | Monthly social media analytics report | On going |
| | 19. Finalize stakeholders map | June 30 th , 2015 | IUCN | SAWAP Projects | | To finalise |

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| To identify influential stakeholders that will help BRICKS succeed | based on outcomes of communication experts' workshop | | | | Map of stakeholders conducted and validated | |
| | 20. Analyze and prioritise stakeholders based on their interest and power | February 28 th , 2015 | IUCN | SAWAP Projects | Stakeholders table | To finalise |
| | 21. Identify specific roles for Ambassadors and partners | April 30, 2015 | IUCN | SAWAP Projects | List of key ambassadors and partners of BRICKS and specific role for each | To finalise |
| Management objective: Effectively share knowledge on innovations in managing natural resources, climate change, and natural disasters | | | | | | |
| To facilitate collecting and processing of local best practices on SLM and promote knowledge sharing | 22. Develop communication plan to decide on website content, frequency of newsletter and other internal communication procedures | August 31 st , 2014 | CILSS | IUCN, OSS, WB | www.sawap.net functional | Done and in use |
| | 23. Develop ToRs for web developer | September 30 th , 2014 | CILSS | IUCN, OSS, WB | TOR | Done and shared |
| | 24. Recruit Web-Developer | February 28 th , 2015 | CILSS | IUCN, OSS, WB | Flow of information among SAWAP Project teams to feed the BRICKS web portal | On going |
| | 25. Create Content for Website | June 15 th , 2015 | CILSS | Consultant | Web portal traffic and analysis | |
| | 26. Design of BRICKS Portal | May 31, 2015 | CILSS | Consultant | | |
| | 27. Recruit web administrator | February 28 th , 2015 | CILSS | IUCN, OSS, WB | Portal | |
| | 28. Partners validate BRICKS Portal | June 30 th , 2015 | CILSS | SAWAP Projects and other partners | Validated Portal | |
| | 29. Feed website content | From June 30 th , 2015 to the end of the project | CILSS | SAWAP Projects, OSS, IUCN, WB, other partners, and consultants | Number of visitors and web portal analysis | |
| To improve quality of newspaper coverage on stories associated with the SAWAP country | 30. Develop template to prepare briefs for journalists & disseminate among SAWAP country teams | March, 30 th , 2015 | IUCN | WB, CILSS, OSS, SAWAP Projects and other partners | # of regional stories in the local news on topical issues like desertification, SLM best practices | To be done |
| | 31. Update the list of | Permanently | IUCN | WB, CILSS, OSS, | List of environmental | Ongoing. wish the |

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| teams | environmental journalists and network of journalists in the 12 SAWAP countries | | | SAWAP Projects and other partners | journalists in the 12 SAWAP countries | support of SAWAP projects |
| Management objective: Provide communication support and enhance the communication capacity of the 12 country project teams in the SAWAP umbrella | | | | | | |
| To improve communication skills of 12 SAWAP country project teams | 32. Translate Communication Workbook in French and distribute widely | October, 2014 | IUCN | Consultant | Survey on usage | Done and posted on www.sawap.net |
| | 33. Create and African example of a case study for Frogleaps | June 30 th , 2015 | IUCN | SAWAP projects, OSS, CILSS, WB, other partners | Case study on www.frogleaps.org | To be done |
| | 34. Translate Frogleaps into French, communication notebook & distribute via internal communication channels | June 30 th , 2015 | IUCN | CILSS, Consultant | # of people downloading French strategic communication & story telling course on www.frogleaps.org | To be done |
| | 35. Distribute French Communication, Education and Public Awareness (CEPA) toolkit | September 15 th , 2014 | IUCN | SAWAP projects, OSS, CILSS, WB, other partners | Survey on usage | To be done |
| | 36. Disseminate standardized templates to capture best practices | March 31 st , 2015 | IUCN | OSS, CILSS, WB | # of best practices posted on the BRICKS portal | Done in two language and shared |
| | 37. Develop and disseminate to SAWAP projects a framework for the submission of communication support needs | March 31 st , 2015 | IUCN | OSS, CILSS, WB, SAWAP projects | Templates | To be done |
| | 38. Collect pictures and videos about SAWAP projects, BRICKS Partners (field and institutional) And make video clips (project and countries if possible and available) | Permanently | OSS | OSS, CILSS, WB, SAWAP projects | Flow of information among SAWAP Project teams to feed the BRICKS web portal | To be done |