

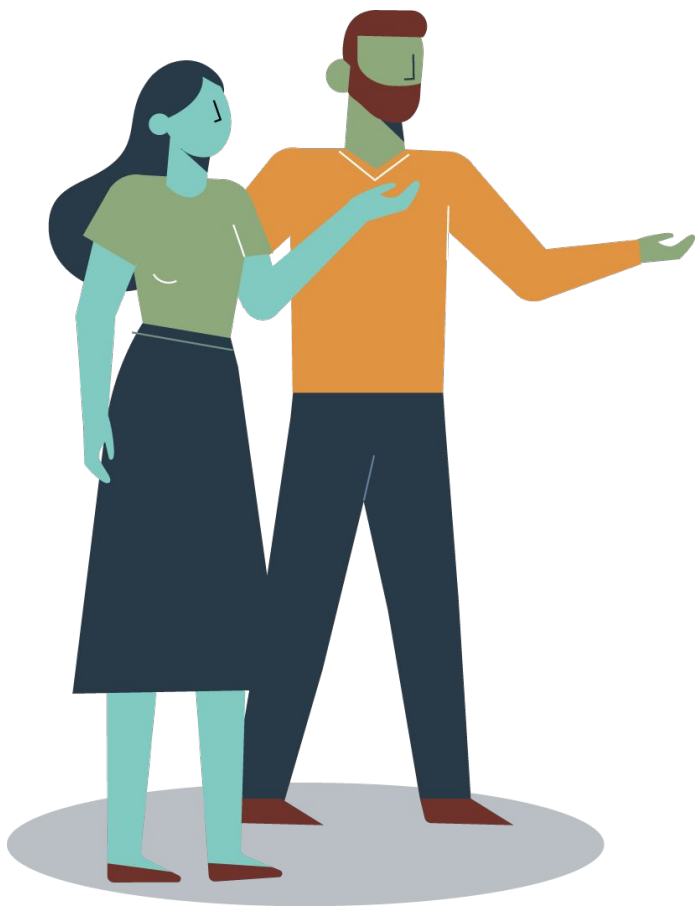


Project Communication: learning from past events

Seminars/Hubs: shared learning



- 'Developing Communication Plans for DEAR projects work with external audiences ', Exchange Hub Brussels, Sep 2018
- 'Engaging Young People in Development Issues', L&D Hub Sófia, April 2019
- Inception Seminar for CfP2016 projects (Report and PPTs), Brussels, March 2018



Learnings and suggestions harvested

- Plan communication well from start, not as an add-on:

Set communication objectives, ponder risks and available resources;

Know your audiences wants and needs;

Adequate the strategies, approaches and channels;

Create simple and focused messages;

Adapt activities for efficiency and impact;

MEL (monitor, evaluate and learn) to know impact.

The mandatory Comm & Visibility Plan = opportunity

How to address challenges identified by former projects regarding:

- > Comm objectives: have a project comm handbook; allow flexibility and adaptation to context and starting point of partners;
- > Management and coordination of Comm activities: foster regular internal communication; train partners;
- > Audiences and strategies: research, adapt, mitigate (eg. decision-makers and elections: measure political temperature, cultivate relations, focus on needs);
- > MEL: set a common monitoring system and simple tools; tangible indicators (engagement pyramid) and learn from past projects (reports, similar projects);
- > Risks: have a crisis plan (handbook, FAQ, factsheets) and monitor channels / interaction;
- > Sub-grants: take prevention measures (clear comm rules, objectives, templates);

