

Communicating Effectively

Being strategic



Department
for Environment
Food & Rural Affairs



Funded by
UK Government

Communicating effectively

- Why communicate?
- Why a strategy?
- Key elements in a communications strategy
- Thinking about influencing change



Why communicate?

Reasons may vary for each project: e.g.

- To **ENGAGE** stakeholders in your project and its results
- To **INFLUENCE** people, and change their behaviour to support or take up your results
- To manage people's **EXPECTATIONS** about what you can and will achieve

Why a strategy?

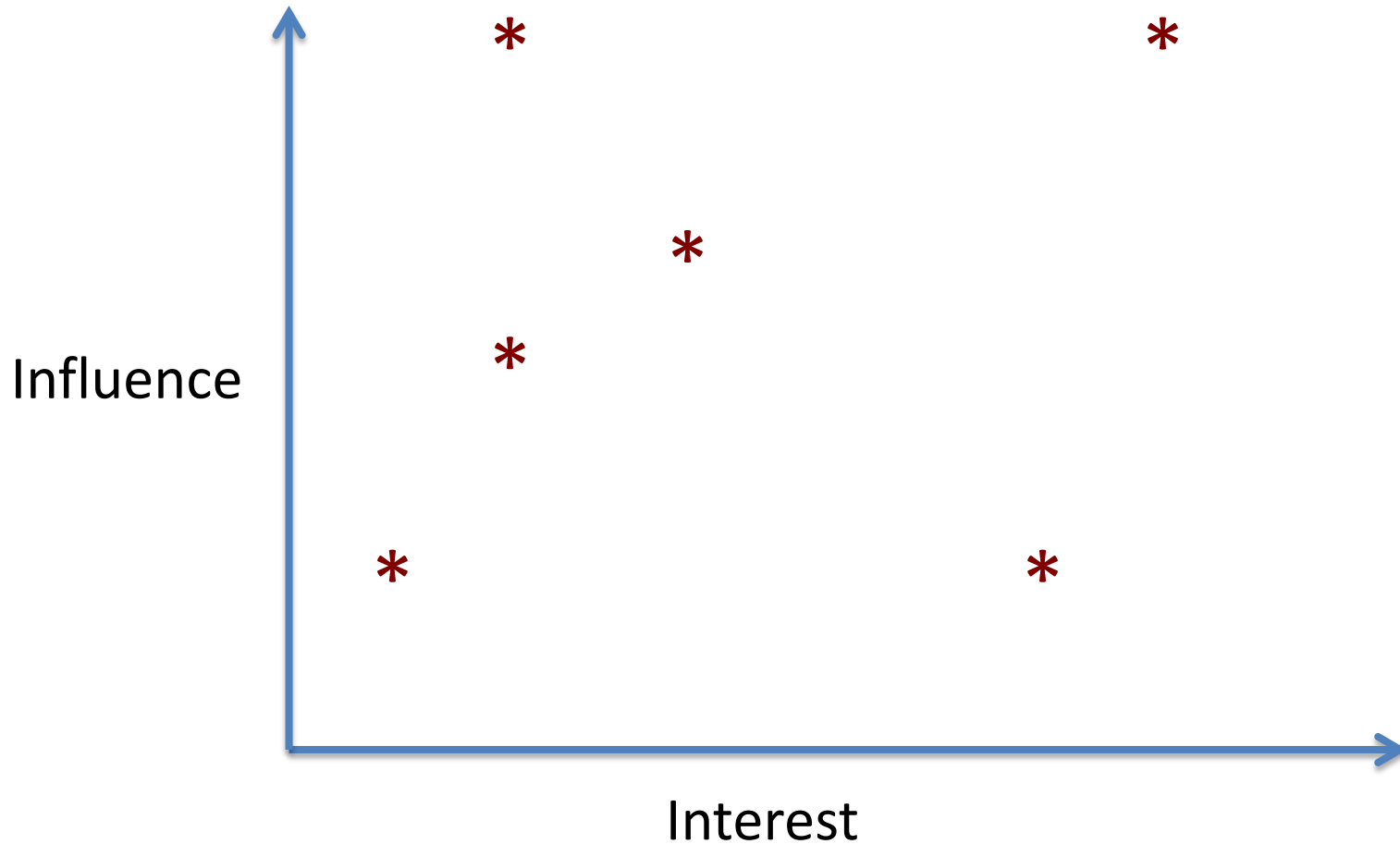
- To prevent communications being ad hoc and ineffective
- To ensure communications are targeted to the right audiences
- To make sure communications have impact
- To make the whole greater than the sum of the parts...

Key elements of a comms strategy

- **WHO** – think about your audiences
- **WHY** – what do you want to influence
- **WHAT** – different types of communication products/processes for different purposes
- **WHERE/WHEN** – windows of opportunity



Stakeholder analysis - an interest/ influence tool



Communication objectives

- Think about **WHY** you want to communicate?
- What do you want to achieve through the communication?
- What do you want to influence or change – Knowledge? Behaviour? Attitudes? Policy?
- Each audience is different
- How will you know it is being effective?

Measuring effectiveness

- It is useful to develop performance indicators for communications products
- Who is using them? How are they using them? How do you show the usefulness? e.g.
 - Journal articles have impact factors
 - Analytics and other metrics - useful for social media/internet materials
 - Testimonials/surveys/questionnaires
 - Policy evaluation methods

IWT Comms Channels

- New IWT newsletter
IWT-Newsletter@ltsi.co.uk
- #EndWildlifeCrime
- 2018 London Conference
- GOV.UK website
- IWT Challenge Fund website in progress



The UK government is hosting an international conference about the illegal wildlife trade from 10 to 11 October 2018. The conference will bring together global leaders to help eradicate illegal wildlife trade and better protect the world's most iconic species from the threat of extinction.

Follow #endwildlifecrime on social media for latest news and information.

The Illegal Wildlife Trade (IWT) is a serious criminal industry worth up to £17 billion each year, threatening both wildlife and people. Funded by the UK Government, the IWT Challenge Fund tackles the illegal wildlife trade and, in doing so, contributes to sustainable development in developing countries. It funds projects which address one or more of the following themes:

- developing sustainable livelihoods and economic development, to benefit people directly affected by IWT
- strengthening law enforcement
- ensuring effective legal frameworks
- reducing demand for IWT products



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[gov.uk/government/collections/
illegal-wildlife-trade-iwt-challenge-fund](http://gov.uk/government/collections/illegal-wildlife-trade-iwt-challenge-fund)

IWT Audiences

- IWT Community
 - Government ministers
 - Beneficiaries
 - General Public
 - Policy makers
- ... put yourself in your audience's shoes



Group Activity

Step 1: Map the influence/interest of key stakeholders for 1 or 2 projects in small groups

Step 2: Complete communications strategy table outlining why, how, when etc.

Step 3: Develop a performance indicator for 1 communications product i.e. how you can measure its effectiveness