

The Darwin Initiative



Communicating about projects



Department
for Environment
Food & Rural Affairs



Funded by
UK Government

The importance of communication



What stages of the project cycle do you think communication is relevant to?

- Design/application stage?
- Starting up your project?
- During implementation?
- As your project nears its end?
- Project reporting?

All stages of the project...!



Design/application stage	✓
Starting up your project	✓
During implementation	✓
As your project nears its end	✓
Project reporting	✓

Newsletters



Newsletter

August 2019

Plastic waste on the shores of South East Asia, Credit: ZSL



Newsletter

May 2019

Customs workshop team building group photo, Credit: TRAFFIC



f /DarwinInitiative
 @Darwin_Defra
 darwininitiativeuk.wordpress.com

The Darwin Initiative supports developing countries to conserve biodiversity and reduce poverty. Funded by the UK Government, the Darwin Initiative provides grants for projects working in developing countries and UK Overseas Territories (OTs).

Projects support:

- the Convention on Biological Diversity (CBD)
- the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES)
- the Nagoya Protocol on Access and Benefit-Sharing (ABS)
- the International Treaty on Plant Genetic Resources for Food and Agriculture (ITPGRFA)
- the Ramsar Convention on Wetlands
- the Convention on the Conservation of Migratory Species of Wild Animals (CMS)
- the Convention on Climate Change (CCC)



darwininitiative.org.uk

The UK government hosted an international conference about the illegal wildlife trade from 11 to 12 October 2018. The conference brought together global leaders to help eradicate illegal wildlife trade and better protect the world's most iconic species from the threat of extinction.

Find out more here or follow #endwildlifecrime on social media for the 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 to benefit people directly affected by IWT
- strengthening law enforcement
- ensuring effective legal frameworks
- reducing demand for IWT products



#endwildlifecrime

gov.uk/government/collections/illegal-wildlife-trade-iwt-challenge-fund

What can communication help you with?



Design/ application stage	To EXPLAIN your proposed project and articulate your intended approach and its value
During implementation - from start to end	To ENGAGE stakeholders in your project, create a positive attitude towards it, and demand for its results
	To manage people's EXPECTATIONS about what you can and will achieve
	To INFLUENCE people, and change their behaviour to support or take up your results
Project reporting	To DEMONSTRATE how well you are delivering your project and what you are learning

A tailored approach



Communication with key stakeholders is important as they can often impact the overall success of a project. Effective communication can ensure buy-in and project support.

When communicating with stakeholders it is important to remember that a 'one size fits all' approach may not be the most effective.

Different stakeholder groups have different levels of understanding and interest and therefore this should be considered.



Consider perceptions



- How might other people perceive what you say about your project?
- The world is not full of conservationists
- Don't assume people make the same mental links to global good
- A catchy title to get your project noticed? By who?
- Short & snappy, but err on side of caution



The challenging of communicating complexity



- Darwin projects are inherently complex
- At Stage 2 you have up to 300 words to outline the problem your project will attempt to address
- Need to identify the core, central problem, this informs the logframe



An exercise



Objective: concise communication of complexity

1. You have 2 minutes to explain your project in a couple of sentences to the person next to you
2. Based on what your partner tells you write a 30 word Outcome statement for their project