



# Communicating Effectively

Being strategic



Department  
for Environment  
Food & Rural Affairs



**UKaid**  
from the British people

# 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...

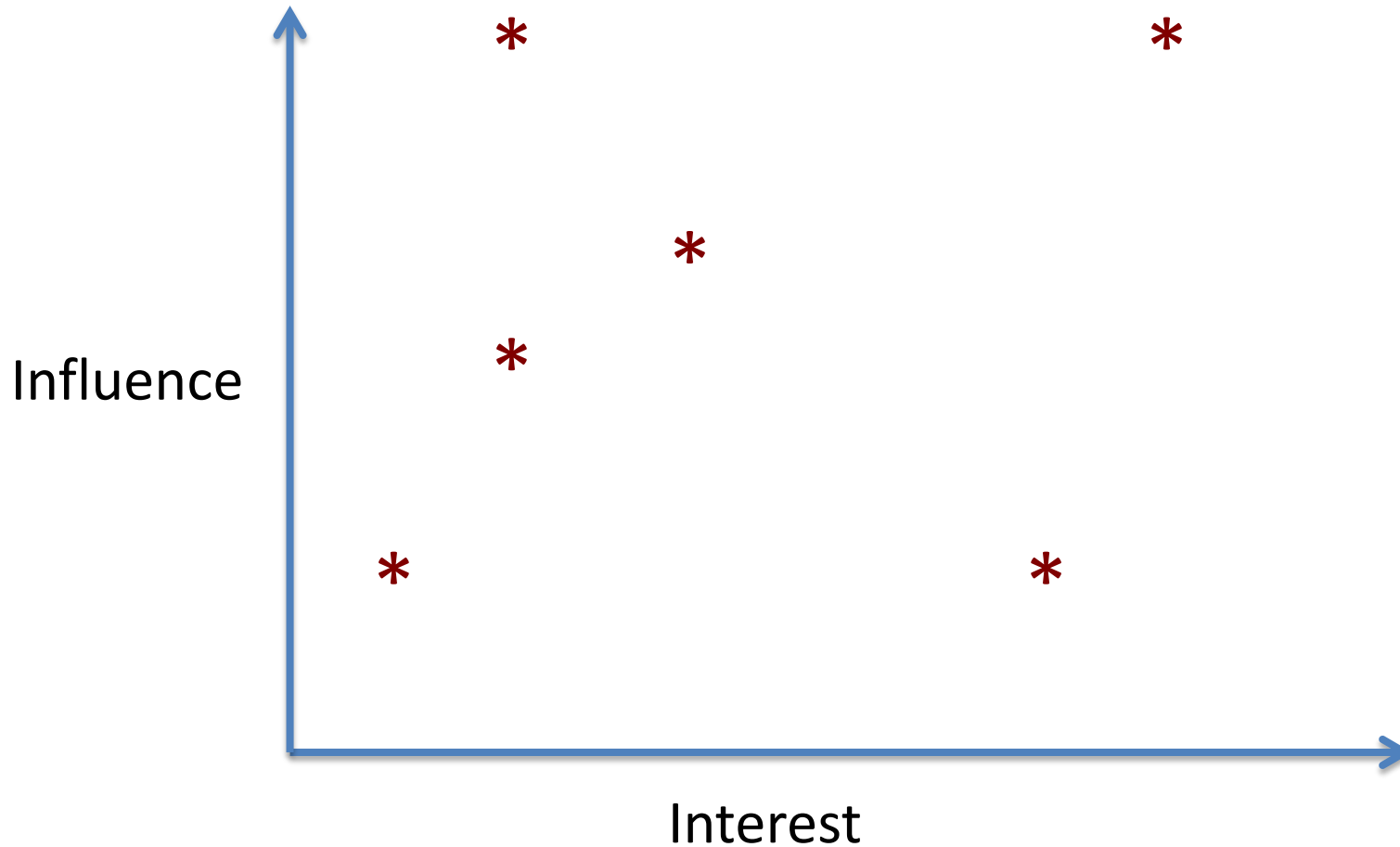
# Key elements of a comms strategy



- **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



# Darwin Comms Channels



- Journal Articles
- Darwin newsletter
- Twitter account
- Facebook page
- Blog
- Flickr
- YouTube Channel



Juvenile and infant chimp playing. Credit: A. Flumpe



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 Nagoya Protocol on Access and Benefit-Sharing (ABS)
- the International Treaty on Plant Genetic Resources for Food and Agriculture (ITPGRFA)
- the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES)

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 darwininitiativeuk.wordpress.com



[darwininitiative.org.uk](http://darwininitiative.org.uk)

# Darwin Audiences



- Darwin 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