



# Communicating Effectively

Being strategic



Department  
for Environment  
Food & Rural Affairs



# 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...

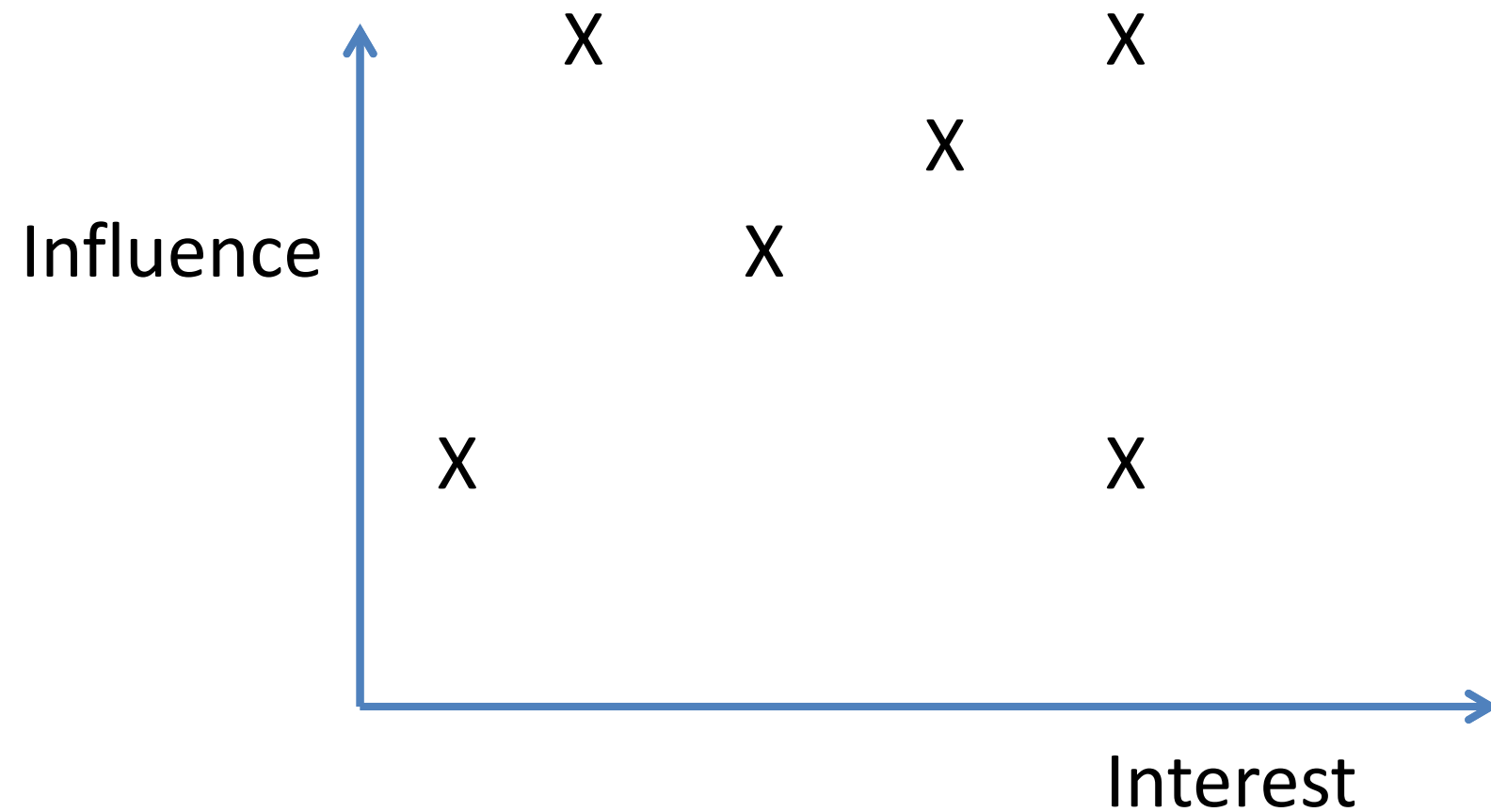
# Key elements of a comms strategy



- WHO – think about your audiences
- WHY – what do you want to influence
- WHAT – different types of communication product/process 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 comms 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



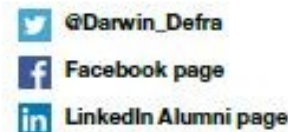
- Journal Articles
- Darwin newsletter
- Twitter account
- Facebook page
- Blog
- Flickr
- YouTube Channel



The Darwin Initiative supports developing countries to conserve biodiversity and reduce poverty. The Darwin Initiative (funded by DEFRA, DfID and FCDO) provides grants for projects working to develop 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 Flora and Fauna (CITES)

[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 project

Step 2: Complete Comms 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