

# On the way to a Communications Campaign

Day 1 – Session 4: Who are our key audiences?

Identifying our key audiences  
How will it work?

# Session 4: Exercise Guidelines - How will it work?

## 1. Map the stakeholders in Plenary

- Who are they? (1)
- What's at stake for them? (2)
- What influence do they have, incl. degree? (3 & 4)
- Which partners are best positioned to have an impact on them? (5)

## 2. Identify shortlist of 4 key audiences per Working Group - Part 1 (Coms/Policy) based on:

- importance of the stakeholder
- positioning/strength of partner(s)

Prepare to report back in plenary on your audience selection, preferably ranking them, incl. set of clear arguments

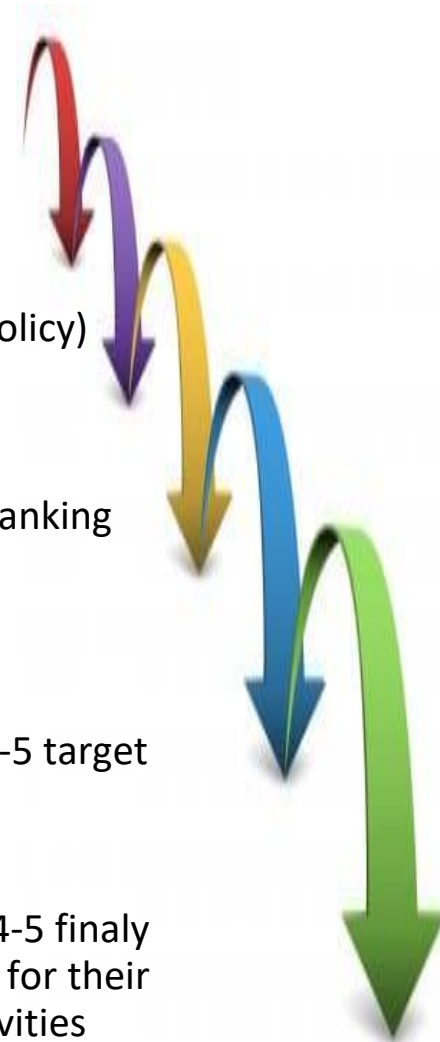
## 3. Rank the final target audiences in Plenary together

- Presentation by working groups of their 4 selected target audiences
- «Voting time!» - Based on ranking of results, selection of final list of 4-5 target audiences

## 4. Define the best approach in mixed Working Groups - Part 2

Participants will break out in working groups working on one out of the 4-5 finally selected audiences, seeking to devise a sound comms & policy approach for their target, inc.: - Key words and messages - Best messenger - Tools and activities

## 5. Present the outcomes of 4-5 working groups' results in Plenary and discussion



## Stakeholder Matrix - How do we identify our target audiences?

Stakeholder group (see examples below)	Stake/Interest (see examples below) in the project	Potential role/impact on project (see examples below)	Degree (strong or low) and type (+/-) of influence	Project partners' capacity to engage with SH (e.g. High, Medium or Low)
<b>Ministry of Tourism</b>	Has a mission ot develop tourism in the country	Tourism development plans include coastal areas and wetlands	HIGH	
<b>Water management bodies/River Basin Authorities</b>	In charge of sound management of water bodies, water allocation s, protection rom pollution and over-exploitation			
<b>Local fishermen communities</b>		Is favourable to good ecological status of wetland; however could at the same time being adversely impacting ecosystem	MEDIUM	
<b>National EPA</b>	Responsible for protection of wetlands, potential Ramsar focal point			
<b>Local environmental NGOs/ local community groups</b>		Raise awareness among larger public, defy potential unsustainable government policies, participate in stakeholder consultations	HIGH	
<b>Local farmers</b>	Need water for irrigation	Withdraw water from the wetland		
<b>Local tourism business</b>	Seeks to make timely investments in property in converted coastal wetland area for profit			
<b>International Convent. (Ramsar, CBD, Espoo, UN Water, UNFCCC)</b>		Promote sustainable water management, EbA, and international frameworks for the protection of natural resources with national Governmen		
<b>EU Institutions (European Commission)</b>	Interest in country's adhesion and compliance with EU legislation on nature protection (EU WFD), WFD, Marine Directive, etc.			
<b>Visitors/tourists</b>	Want to go to vacation in fancy places with beautiful beaches allyear round for decent prices	Are not aware of potential environmenta damage created by toursim development or dont care		
<b>Other SHs...</b>				