

On the way to a Communications Campaign

Day 2 – Session 6
A brief recap by Corinne

Where are we ?



Where are we? Coms & Advocacy campaign

Consistency
with M3
Results chain
!!

Overall goal

Popularize coastal wetlands understanding to ensure more effective coastal wetlands conservation

Objectives

- a. Raise the understanding of what coastal wetlands are
- b. Raise the understanding of coastal wetlands values and threats
- c. Influence policy makers for coastal wetlands recognition and protection

Ultimate target audience (s)?

- a. **National authorities/decision makers with diff.SECTORS!**
- b. **Secondary audiences?**
 - a. Private: Tourism sector...
 - b. General public



Communications at
DS levels:
- General public
- National & Local
auth.
- Tourists
+ Farmers, fishermen

Where are we? Coms & Advocacy campaign?

Main services to highlight.... Stories, tools,...

- a. Agriculture
- b. Tourism and recreational opportunities
- c. Fisheries
- d. Disaster risk reduction

Messages

- Write and edit common content for shared narrative
- Popularize ...making sure to translate complex concepts in popular language
- Simple messages solution oriented – evidence based communications and recommendations
- Messages related to the « cost » of inaction

Approach – activities and tools

.....side events (international conventions), position papers, policy reports, monitoring & technical reports, face to face meetings with decision makers, media work, inspiring stories (write, videos, innovative tool), state of the art knowledge,... internal coms: template for DS for coms – analyse the FPP at DS site : SEE The reals Coms and Policy NEEDS from DS

Plan

- Phasing approach

- 1 internal communications inside OI and also OI-DS 2017
- 2 general external communications with other stories + informed assumptions from DS by 2018
- 3 scaling up the DS sites success stories 2019

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Overall goal

Popularize coastal wetlands understanding to ensure more effective coastal wetlands conservation

Result: by 2019, ...national authorities have adopted policies/laws providing better protection to particularly valuable coastal wetlands

Objectives

- a. Raise the understanding of what coastal wetlands are
- b. Raise the understanding of coastal wetlands values
- c. Influence key policy processes for coastal wetlands recognition and protection

Ultimate target audience (s)?

- a. National authorities
- b. Tourism sector ?

