

# 16th Lme

Meeting with  
Coastal Partners

Paris (FR) 8 - 11 July 2014



## IW:LEARN4 – Good Practices at Communicating Project Results

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Institution: UNEP-UNDP GEF IW:LEARN project

Session: **Session V**

Day of presentation: **Friday 11 July**

# Elements of a Communication Strategy

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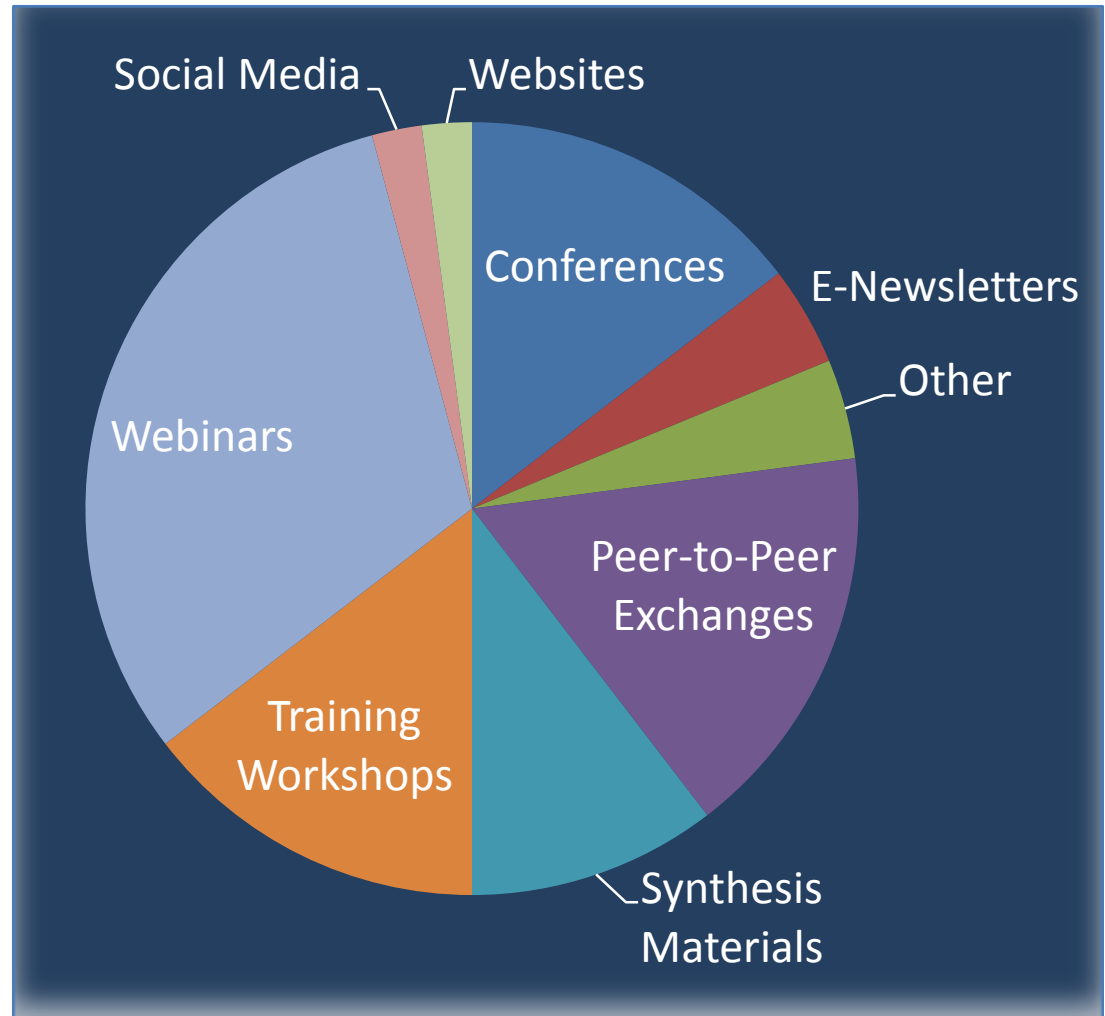
1. Needs Assessment
2. Developing an Audience Profile
3. Identify primary and secondary audiences
4. Establish an overall goal for your communications strategy and ensuring it is SMART (Specific, Measurable, Achievable, Realistic and Time-bound) and Necessary and Sufficient.
5. Establish appropriate objectives for reaching your goal.
6. Establish appropriate indicators for measuring results
7. Design appropriate communications activities for implementing objectives
8. Design messages
9. Identify partners and institutional support
10. Implementation of the Communications Strategy
11. Evaluation.



# Results of an IWC7 Survey



How do you prefer to access the accumulated knowledge of others?



# E-Bulletin



an e-bulletin of information regarding upcoming meetings, projects specific news, interesting information from the international waters community (and projects in particular). It serves as a mechanism to project with over 1400 water practitioners.

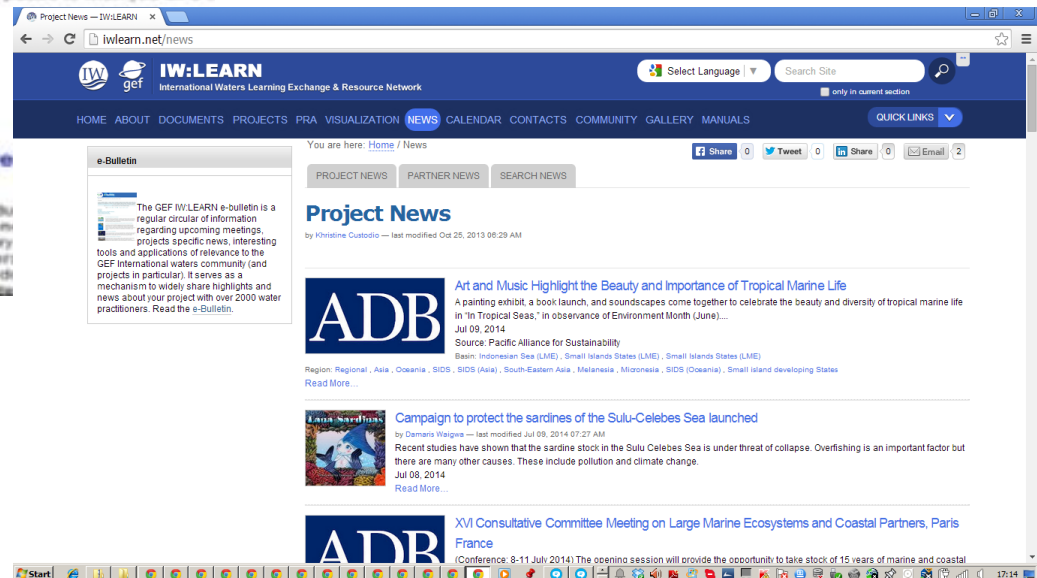


2011 was the 20th anniversary of our portfolio, marked in a few occasions around the world but most notably at the World Water Conference. Of course, that leads us to 2012, which promises to be an exciting, if not the global environment, broadly speaking. This year we have the next World Water Forum in Marseilles a development or Rio Plus 20 (<http://www.unccd2012.org/rio20>). The latter especially portends possible change. Recently, a preparatory meeting for the water sector, the Bonn 2011 Conference: Water, Energy and Food, sent a message for the delegates at Rio: outcomes of Rio should adequately take into account the interdependence of underlying natural resources water, land and soil (<http://www.water-energy-food.org/en/conference.htm>) as well as preparing deliverables promoting GEF International Waters at these various meetings. We will have the results of GEF IW after 20 years. We should also have a revised film covering the portfolio as well. In 2012 we will see a flood of IWLEARN workshops and deliverables. We aim to conduct three regional targeted training modules on various topics. We will have two more workshops on information and communication of the promised guidance tools early in the year. But for now, we take a short pause to wish you all a happy new year in 2012.

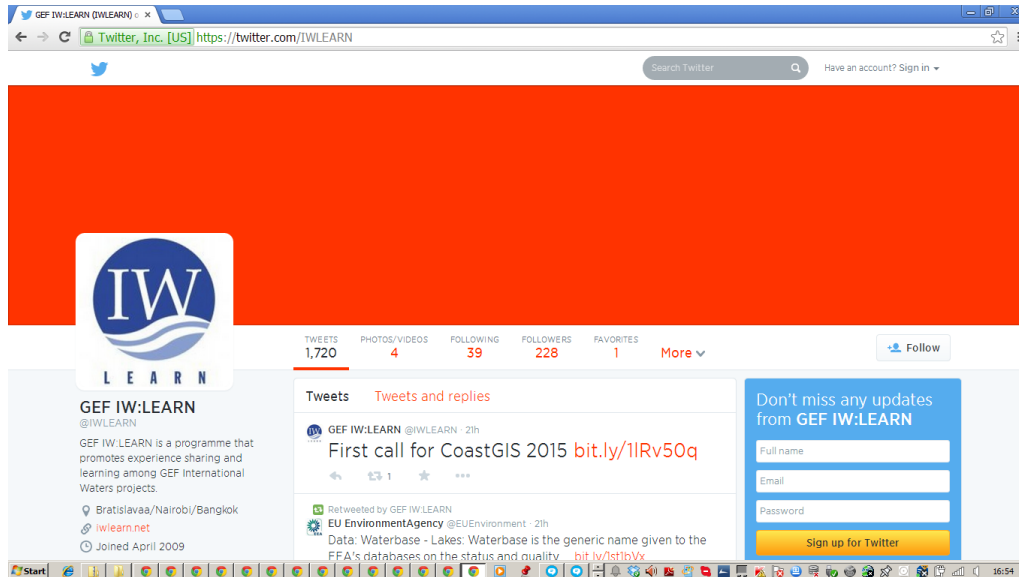
## Adopted Strategic Vision for the Management of the Drin River Basin

In September 2011 in Tirana, Albania the five Drin River Riparians signed a Memorandum of Understanding for the Sustainable Management of the Drin River Basin for the better management of the water resources of the basin for drinking water, agriculture, fisheries, industry etc. have highlighted the need for such closer transboundary cooperation. Ministers for water issues from Albania, Greece, the former Yugoslav Republic of Macedonia and Serbia signed the Memorandum, which represents a significant step forward in the development of the basin.

[www.iwlearn.net/news](http://www.iwlearn.net/news)



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# Video



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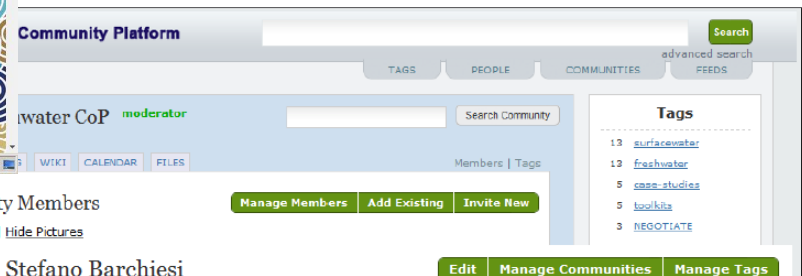
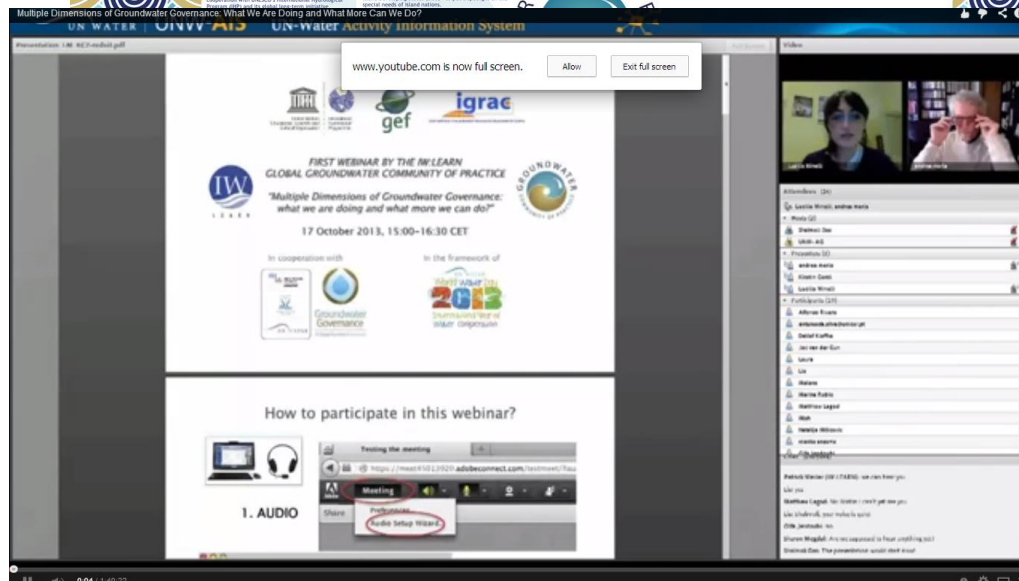
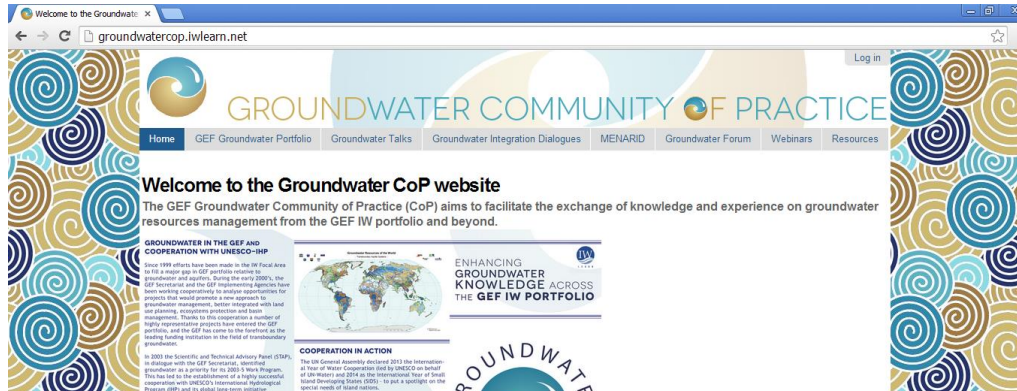




# Webinars, Community of Practices



[www.iwlearn.net/community](http://www.iwlearn.net/community)



Stefano Barchiesi



**Last login:** 23 minutes ago  
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**Location:** Gland Switzerland  
**Country:** Unknown  
**Websites:** <http://www.iucn.org/water>

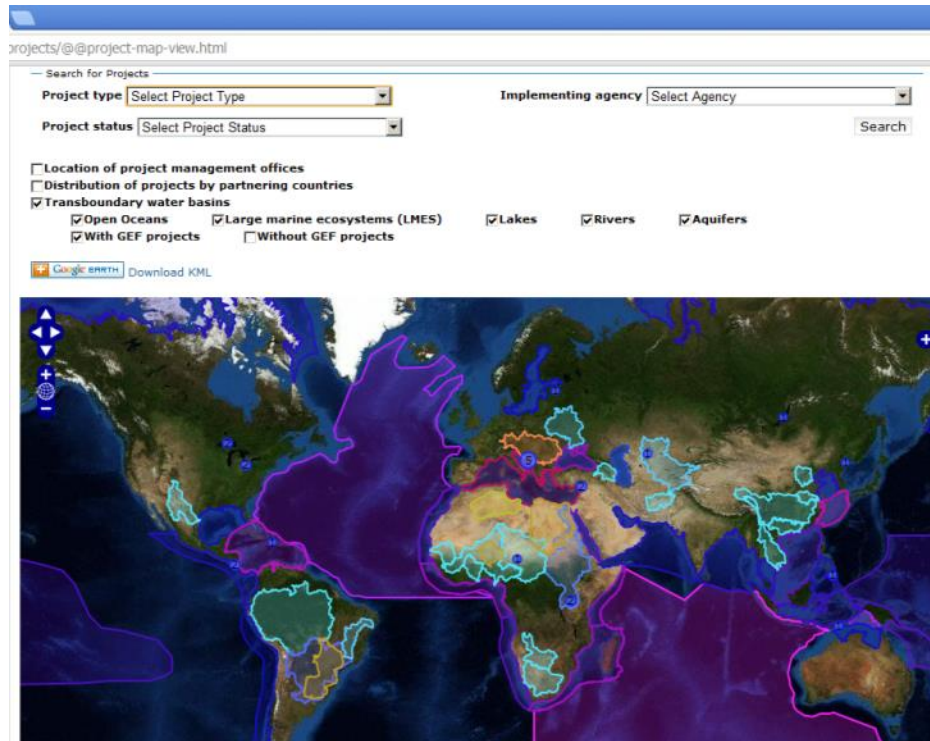
Stefano is working on environmental flows climate change adaptation and water related risk. In particular he is engaged in applied research and knowledge management projects on nature based solutions to water resources management. Before joining IUCN in April 2008 he completed his MSc in Environmental Management and Policy at the International Institute for Industrial Environmental Economics at Lund University in Sweden. Previously Stefano worked as an environmental auditor for the provincial authority of Bologna in Italy. He has experience in implementing environmental management systems and conducting research on ecosystem-society interactions. Stefano also holds a Master's in Natural Science from the University of Bologna.

## Content Added Recently

Created	Title	Type
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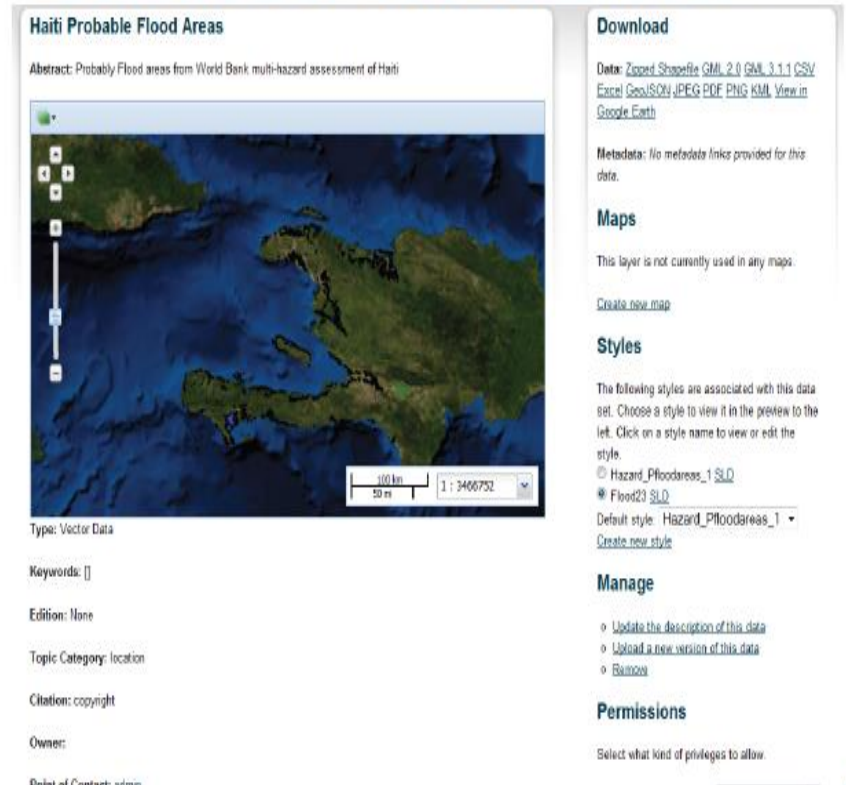


# Visualized Portfolio Results



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## Search Data and Metadata







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# Other Means

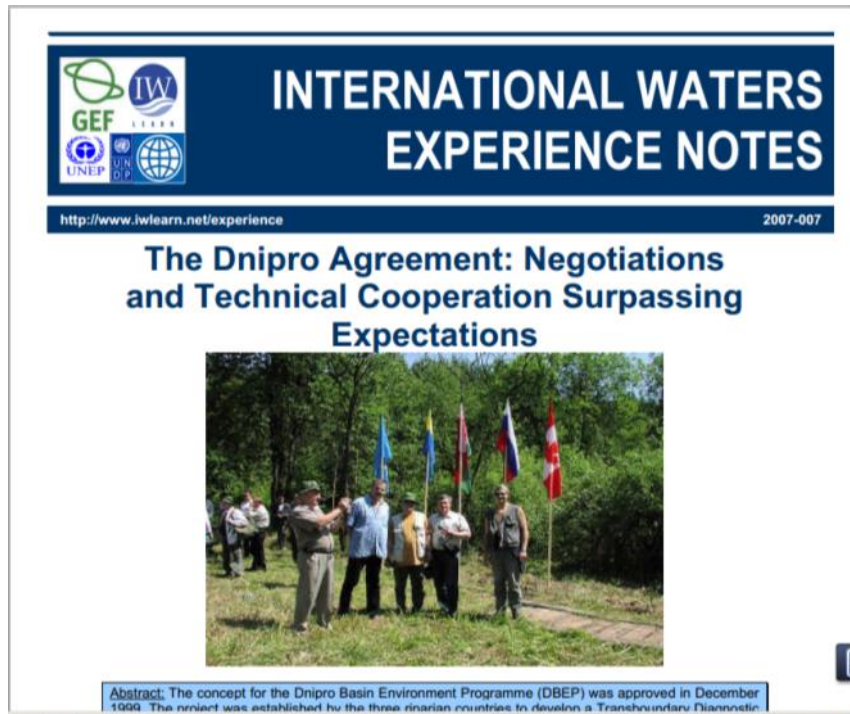
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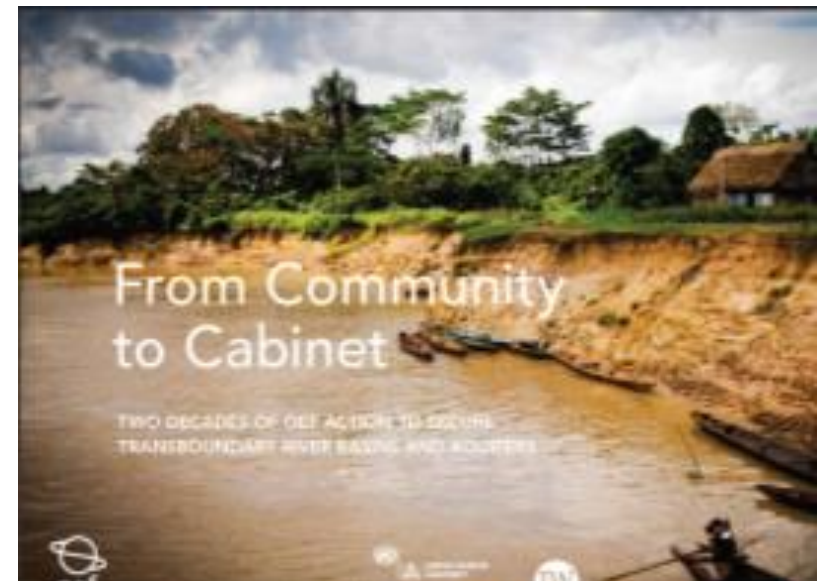
- Direct Mail
- Posters
- Notebooks



# Case Studies, Briefs, Synthesized Materials



[www.iwlearn.net/experience](http://www.iwlearn.net/experience)  
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# Face-to-Face Events





# Thank you and please keep in touch

