

PAEPARD Workshop on Communication and Advocacy Strategy

PAEPARD has evolved and there have been changes of emphasis within the project which require a review of the communication and advocacy priorities and needs of the partner organizations. Therefore a workshop has been planned with the aim of developing a draft communication and advocacy strategy for PAEPARD. The objectives, target audience, key messages, and modes of delivery of the strategy will be identified during the workshop. A draft implementation plan will also be developed with the roles and responsibilities of project partners clearly indicated. Following the workshop the strategy will be validated by PAEPARD stakeholders through an online process. A working group will be established to guide this process and we look forward to your participation in this group.

Objectives and Agenda of the Workshop

The objectives are:

1 - Make participants aware of the need to communicate further than their own context;

2 - Build a shared joined communication and advocacy strategy;

3 - Make participants involved into concrete communication and advocacy actions;

4 - Set up a monitoring and evaluation device to mentor this strategy;

5 - Leave tools after the project to ensure the sustainability of the communication and advocacy.

At the end of the workshop, there will be inputs for the Work Packages leaders and managers of PAEPARD to develop a draft strategy and plan –as practical as possible- to be validated with the PAEPARD stakeholders.

The agenda for the three days’ workshop is as follows:

First day

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| **Session/**  **Subject** | **Activity** |
| **09h00 – 10h00**  **First session** | **Opening of the workshop and general introduction** *by Jonas Mugabe and Remi Kahane, PAEPARD Management*  **Overall objectives of the workshop** *by Tim Chancellor and Thierry Helmer, PAEPARD WP Leaders*  Brief introduction of participants and sharing of their main expectations for the workshop *by facilitator* |
| **10h00 – 11h00**  **Second session** | **Set out the rationale for a joint communications and advocacy strategy** *by Tim Chancellor, PAEPARD WP Leader*  **Lessons learnt from the communications and advocacy strategies** |
| **11h00 – 11h15 Break** | |
| **11h15 – 12h30**  **Third session** | **Plenary** (sharing of the results from previous working group, plenary discussion) |
| **12h30 – 13h30 Lunch** | |
| **13h30 – 14h30 Fourth session** | **Working groups**   * **Define the purpose of the communications and advocacy strategy** (main aims and goals)   **Plenary** |
| **14h30 – 15h45**  **Fifth session** | **Introduction to working groups: explain why we need to communicate**  **Working groups**   * **Set out some strategic objectives in relation to**   1- Internal communications (including links with EC -official communication and feedback- and between partners and between the Work Packages).  2- External communications  **Plenary** |
| **15h45 – 16h00 Break** | |
| **16h00 – 17h00**  **Sixth session** | **Working groups**   * **Identify the target audience for the strategy** (who are the major external groups to communicate to?)   **Plenary** |
| **17h00 – 17h15** | **Debriefing of the day and agreements for second day** |

Second day

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| **Session/**  **Subject** | **Activity** |
| **08h30 – 09h30**  **First session** | **Briefing from previous day**  **Working groups**   * **Set out the key messages we want to convey** (on value chain approaches, funding, private sector involvement, etc.) * **When the key messages should be delivered** (What are the upcoming events where PAEPARD needs to be present and make presentations? Are there any other opportunities to communicate with external audiences?) |
| **09h30 – 10h15**  **Second session** | **Plenary** |
| **10h15 – 10h30 Break** | |
| **10h30 – 11h45**  **Third session** | **Working groups**   * **Outline briefly the (media) tools we will use** (what are types of media that are suitable for which particular purposes?) * **Prepare an action plan to implement the strategy which sets out role and responsibilities of partners and lists the main activities** (and try to attach provisional costs) |
| **11h45 – 12h30**  **Fourth session** | **Plenary** |
| **12h30 – 13h30 Lunch** | |
| **13h30 – 15h00**  **Fifth session** | **Working groups**   * **Agree a framework for monitoring and evaluating the strategy**   **Plenary** |
| **15h00 – 15h15 Break** | |
| **15h15 – 16h00**  **Sixth session** | **Working groups**   * **Next steps:**  1. Working group (set-up, expectations, etc.) 2. Define a process for validating and then implementing the strategy (including clear indication on how to involve PAEPARD stakeholders) 3. Others…   **Plenary** |
| **16h00 – 17h00** | **Summary of main outputs from the workshop and agreements for the way forward**  **Cloture of initial two days-workshop** |

Third day

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| **Session/**  **Subject** | **Activity** |
| **08h30 – 10h00**  **First session** | **Presentation about the** **training in management and communication tools**  **Discussion** |
| **10h00 – 10h15 Break** | |
| **10h15 – 12h30**  **Second session** | **Training on Management and communication tools** *by Thierry Helmer, PAEPARD WP Leader* |
| **12h30 – 13h30 Lunch** | |
| **13h30 – 15h00**  **Third session** | **Session on Management and communication tools** *by Jonas Mugabe, PAEPARD Management* |
| **15h00 – 15h15**  **Break** | |
| **15h15 – 16h00**  **Final session of the workshop** | **Wrap up and way forward** |