

# CERI COMMUNICATION STRATEGY

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## 1.

### **General purposes and tasks of the CERI Communication Strategy (CS)**

The primary focus of the communication strategy is to strengthen the Carpathian EcoRegion Initiative network (CERI), an umbrella organization of NGOs in the Carpathians. This support is targeted to enhance the network and its members' capabilities to respond to transboundary nature conservation issues and to contribute to the implementation of the Carpathian Convention in the region. The support should empower the network to respond to current priority issues as well as those that may arise in the future.

### **Problems which will be solved with the CS support**

Loss of biodiversity, effectiveness of nature protection measures, management planning, environmental awareness raising, support of ecotourism in the region etc.

### **The communication strategy will**

- support the institutional development of the Carpathian EcoRegion Initiative network of NGOs and research institutes (to a sustainable basis);
- strengthen the capacities of the CERI network as well as its members to substantively address transboundary nature conservation issues, priorities for the Carpathians, at both the national as well as transboundary levels and;
- enable CERI members to participate at and to contribute to the implementation of the Carpathian Convention

## 2.

### **Process of creating CS**

*Communication is information exchange targeted to create understanding.*

### **Steps of the process:**

1. We need to communicate because we want to motivate consumers of information to act for making changes for better nature conservation.
2. We realize a difference between communication and information as two different approaches. Information approach: *"We have a problem and would like to get you informed"*; communication approach: *"You have a problem, and we are able to assist you in a solution"*.
3. We need to find out how the aim of the communication linked with CERI general tasks and targets.
4. We collect information and analyze.
5. We build the information link Sender – Channel – Receiver.
6. We define our targets answering following questions:
  - a. who are our target groups and why?
  - b. what we propose to them?
  - c. what they need?
  - d. who are the stakeholders of our communication?
  - e. who will play role of communicators?
  - f. which changes we expect in target groups?

*target groups – those people whose participation is necessary for making changes, stakeholders – those who are interested in a problem solution,*

7. We define communication channels to be used according chosen tasks and targets.
8. We decide what are our information products and their packaging:
  - a. main message content,
  - b. forms for using,
  - c. styles,
  - d. sender and his role,
  - e. receiver needs
9. We take into account external conditions (cultural context, policy, factors of risk)
10. We agree timing needs of our communication activities:
  - a. how much time we need,
  - b. how urgent our message is,
  - c. how much time the receiver needs for our message realising,
  - d. which moment is the best to use.
11. We plan our activities.
12. We send information.
13. We create a feedback.
14. We evaluate the system (effectively of communication, channels of feedback, receivers reaction, plan next steps and needs, possible corrections).

### 3.

We recognized 2 types of the CS: **internal** strategy and **external**.

#### Internal CS

**Target groups:** CERI members, partner organizations, potential partners, NGOs

**Needs:** Good projects, good practices, information, education, activity support.

**Aims of communication:** Information exchange, strengthen the network, support, cooperation, bigger influence to authorities.

**Strategy:** Sharing information, inviting to meetings.

**Messages:** Together we can do more and be more powerful.

**Channels:** E-mail, meetings, web-sites, newsletter.

**Tactics:** Sharing knowledge and experience.

#### Planning

1. Strengthen the Network
  - information exchange (via newsletter, e-mail lists)
  - improving e-mail list (arranging separate lists for each WG, communicators in each WG, links between WG)
  - establish common standards for CERI members (using the logo, name for external communication)
  - Informing about actual projects
  - Identification of CERI members needs
2. Strengthen consultations and expertise (via newsletter and website)
3. Training on communication skills
4. Meeting for evaluation
5. Newsletter producing and distributing as one of the main tools of communication

#### External CS

**Target groups:** Communities, stakeholders, local and national authorities, donors, financial structures.

**Needs:** Improving economic situation, communication with CERI, more financing, more influence and affectivity, increasing of electorate quantity and trusting.

**Aims of communication:** Support, give them a tool, make CERI more visible, better dialog between communities and government, positive effect, support for new ideas.

**Strategy:** Giving examples, which may be used for different regions and countries; suggesting goals common for community groups and authorities; being competent; suggesting good solutions.

**Messages:** *Nature is a future of your community. Together we can do more. Our homeland needs our voice, and we can cooperate. Carpathians are important for the whole Europe. Government, which takes action would have good reputation.*

**Channels:** Web-sites, mass media, meetings, special information materials, booklets, personal contacts, official letters, telephone, consultations, newsletter, e-mail, fax, telephone, post.

**Tactics:** Include local communities into decision making; asking questions; showing that we know some answers; showing that we go in the same way; sharing optimistic messages and good practices.

## Planning

1. Strengthen CERI communicator role in the region:
  - inform regional partners and authorities about official CC process
  - inform mass media
  - inform donors
2. Strengthen CERI expert role
  - consultations on the website
  - regular contacts with stakeholders
  - using deferent events for promote CERI
3. Sharing good practices
4. Inviting stakeholders into projects and decision making process.

## 4.

### Evaluation and feedback

Should be done at the evaluation meeting with starting from the meeting preparation.

## 5.

### Activities provided to create this draft

- working out the CS structure,
- e-mail discussion,
- workshop discussion at the CERI General Assembly (November 2006),
- completing planning of communication tables in written by the WG members (individual work),
- compilation of tables and analyzing,
- working out a general version.

## 6.

### Activities should be done

- e-mail discussion of the draft,

- collecting comments,
- working out the final version,
- approving by the WG and the board.