Natural Resources Systems Programme
Project R7958: Developing supportive policy environments for improved land management strategies – Nepal

Project Communication Strategy

Background

This document has been prepared in response to a request from the NRSP Programme Manager, following the Mid-Term Review of the project in September 2002 and in line with current NRSP policy that all projects should have in place an explicit communication strategy. It is a living document and will be updated during the remainder of the project, in particular during the policy makers stakeholder workshop in July 2003. Some of the communication activities described in the document form part of the contracted activities within the project; others fall outside the contract but will support the achievement of the project outputs and purpose as specified in the project logical framework.

Aims of the strategy

In the short term, i.e. during the life of the project, the aims are to:

(1) ensure that land management research successes and their policy implications enter the public policy discourse in Nepal, at political and administrative (service provision) levels

(2) facilitate stakeholder support for and participation in the research process.

The longer term aims are to ensure that:

(3) tested processes of linking research to policy making and implementation are known about by NR researchers in Nepal and internationally

(4) the approach and methods used in the research, and the findings, are widely known about, are subject to international peer review and are available to be validate and adapted to other contexts.

Communication partners

The strategy identifies nine sets of communication partners[1] with which the project seeks to interact:

a)   members of the research partnership (i.e. internal communication)

b)   farmers and other informants involved in the research

c)   policy makers in HMG Nepal

d)   local government in Nepal

e)   senior management in NR service delivery agencies, including line ministries and national NGOs

f)   NR researchers working in Nepal (in NARC, NGOs, bilateral research projects, academics)

g)   development agencies/partners, including bilateral and multilateral agencies active in Nepal, and international NGOs

h)   NR researchers internationally

i)   NRSP management

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[1] The term communication partner is used, rather than "target audience", because in most cases the communication objectives rely on dialogue rather than a one-way transmission of information.

For each communication partner (CP), the document sets out in brief:
- the objectives of communicating with them
- the nature of the content of the communication
- the media, methods or channels through which the communication takes place
- specific targets (e.g. communication materials, events) with dates)
- a cross-reference to respective Activities and/or Milestones in the project logical framework (as revised in response to the MTR report)

The strategy is summarised in Figure 1 below.

Supporting activities

The research team has compiled and maintains a contact database for the main communication partners. Where possible (e.g. at workshops and through specific project activities), the team will solicit and record feedback on the effectiveness of the communication strategy.

Communication materials

Some communication materials have already been produced and distributed. Briefing papers and material for radio broadcasts will be prepared, on the basis of the findings from Outputs 1 and 2, during a meeting of the Nepal and UK research teams in Reading during the first week of July, in preparation for the stakeholders workshop in Nepal later that month.
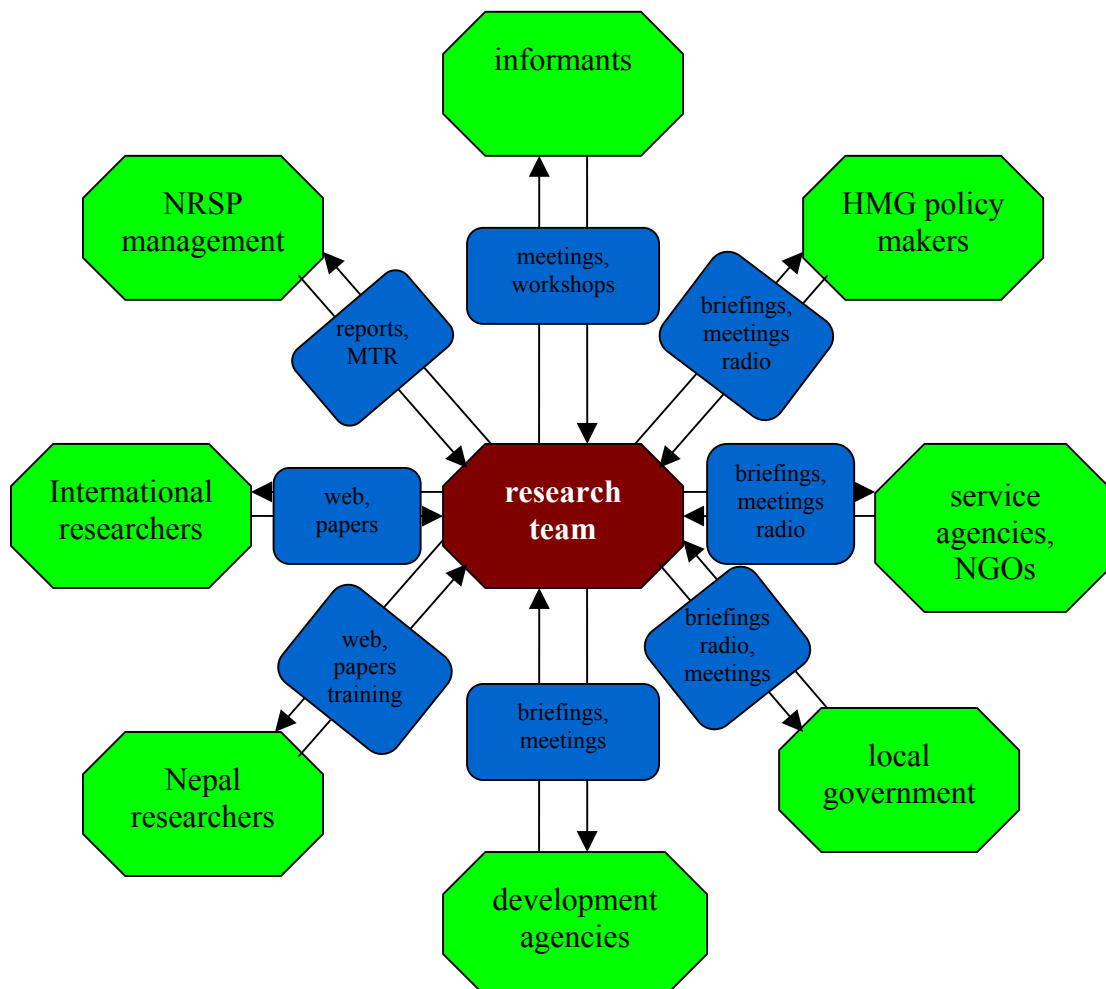

Figure 1: Schematic representation of communication partners and methods

Communication Partner (CP)	Communication objectives ("CPs will … ")	Indicative content	Methods, channels	Specific targets (*italics indicates completion*)	LogFrame activities
a) research partners (i.e. communication within the research team)	Achieve shared vision of research objectives, approach, workplan Develop capacity to use TORA in other projects	Workplans; fieldwork protocols; guidelines on methods; draft data analysis and interpretation; draft reports on empirical studies and project events	Email Meetings Co-authoring papers Participation in all fieldwork, data analysis and interpretation	Team meetings in: *April 2001, February 2003,* (Nepal) *July 2002,* July 2003 (UK) *Joint data analysis in Nepal, April/May '03* *WPs 1-3 co-authored*	Activity 1.4 Activity 2.1, 2.2, 2.3,
b) informants	Participate in the empirical research Assert ownership of research findings Validate/correct data and interpretation	Objectives and methods Provisional findings from empirical studies	Pre-fieldwork meetings in VDCs Local workshops to present findings for validation / correction	*Meetings prior to fieldwork in 2002 and early 2003* Meetings, mid-2003, to present findings	Activity 1.2, 2.1
c) HMG policy makers	Participate in the research Be aware of research findings on LMS Take account of LMS issues in policy making	Objectives and process of the project Local successful LMS research outputs Implications of policies for local LMS decisions	Meetings and workshops Short briefing papers Radio (others to be decided at stakeholder workshop July 2003)	*Consultation meeting June 2002 (Working Paper 2)* Stakeholder workshop July 2003 Meeting to brief on final project findings	Activity 1.2, 2.2, 2.4, 3.1-3.73.10
d) local government	Be aware of impact of local government	Project findings on factors influencing LMS	Short briefing papers		

Communication Partner (CP)	Communication objectives ("CPs will … ")	Indicative content	Methods, channels	Specific targets *(italics indicates completion)*	LogFrame activities
	policies and actions on local LMS decisions Validate/provide perspective on data and interpretation	decisions	Radio Meetings with local government in the field research areas		
e) service delivery bodies agencies	Participate in the research Be aware of LMS implications of their implementation arrangements and policies Be aware of research findings on LMS Know how to engage in constructive dialogue with policy makers	Objectives and process of the project Local successful LMS research outputs Implications of operational policies for local LMS decisions	Short briefing papers Radio Meetings with management Stakeholder workshops	*Interviews with key informants, June 2003; consultation meeting June 2003 (WP 2)* Stakeholder workshop July 2003 Meeting to brief on final project findings	Activity 1.2, 2.2, 2.4, 3.1-3.7, 3.10
f) NR researchers, Nepal	Critically review project's methods and findings Be aware of, and use, tested ways of linking research to	Research methods and findings Guidelines on how to engage in dialogue with policy making processes	Training (in addition to those indicated below for NR researchers, global)	Training event, June 2004	Activity 1.2, 3.8, 3.9

Communication Partner (CP)	Communication objectives ("CPs will … ")	Indicative content	Methods, channels	Specific targets (*italics indicates completion*)	LogFrame activities
	policy making				
g) donors, INGOs in Nepal	Be aware of the research and its findings	Research methods and findings	Briefing papers Visits by research team members		
h) NR researchers, global	Critically review project's methods and findings Be aware of tested ways of linking research to policy making and adapt these to their own working contexts	Research methods and findings	Working papers available in paper and electronic form and on WWW Papers submitted to refereed journals Papers submitted to practitioner journals Networks (eg. AgREN newsletter and paper) Workshops and conferences (papers, posters)	*WPs 1-3 distributed on request* WPs 1-3 available on WWW (delayed due to technical reasons; expected to be available 30/6/2003) Presentation at *NRSP/ICIMOD workshop, February 2003* (revised paper to be published in proceedings)	Activity 3.9
i) NRSP management	Monitor progress and advise research team	Progress against milestones; forward workplans; interim findings; constraints	Quarterly and annual project reports *MTR presentation and report*	As per contract schedule *MTR report and team's response*	Contractual requirement