



COMMUNICATION STRATEGY FOR NBSAPS

WHY ARE CEPA IMPORTANT?

Communication, education and public awareness
(CEPA) are important because they:

- ❖ Help to gain support
- ❖ Help with stakeholder collaboration and participation
- ❖ Help to get the word out

DEVELOPING A COMMUNICATION STRATEGY

STEPS

- ❖ Set your goals
- ❖ Identify target groups
- ❖ Identify partners
- ❖ Choose the appropriate medium
- ❖ Identify the result
- ❖ Monitor performance

SET YOUR GOAL

- ❖ How does communication fit into the national biodiversity strategy?
- ❖ What are the priority issues to be communicated?
- ❖ What do you want to achieve through communication?

ASSESS YOUR RESOURCES

- ❖ Financial Resources (budget, costing, cash flow, etc)
- ❖ Human Resources (qualification, appropriate experience, creativity, personality)
- ❖ Fundraising Activities

IDENTIFY TARGET GROUPS

- ❖ Need to understand your target group(s)
- ❖ Who are the change agents?
- ❖ Who are resistant to change?

IDENTIFY PARTNERS

- ❖ NGOs, CBOs, Lobby Groups
- ❖ Educators
- ❖ Law Enforcers
- ❖ Judiciary
- ❖ Government and the Opposition
- ❖ Business Sector
- ❖ Church
- ❖ Communities

CHOOSE THE MEDIUM

Assess advantages and disadvantages of each medium and choose the most appropriate

- ❖ Electronic media
- ❖ Print (newspaper, newsletters, brochures, etc)
- ❖ Website, Facebook, Twitter, Youtube, Linked In, etc
- ❖ Face to face (meetings, luncheons, seminars, etc)
- ❖ Networking

Consider incorporating traditional and popular cultures in the communication strategy

IDENTIFY THE RESULTS

- ❖ Targets must have clear objectives;
- ❖ Results of the targets need to relate to the priority areas of the NBSAP
- ❖ SMART

MONITOR THE PERFORMANCE

- ❖ How effective was the strategy?
- ❖ Strengths/what went well
- ❖ Weaknesses/what did not go well
- ❖ Next steps

IMPLEMENTATION

- ❖ Pre-test the strategy (dry run)
- ❖ Choose the most appropriate messenger
- ❖ Consider the language of communication
(Love not loss)