



**NATURAL
JUSTICE**

THE ABS
CAPACITY
DEVELOPMENT
INITIATIVE



L'INITIATIVE DE
RENFORCEMENT
DES CAPACITES
POUR L'APA

Strategic Communication 101

Expert Workshop: Developing ABS Communication Materials for IPLCs
Nairobi, Kenya, 29 January 2018

Barbara Lassen, Natural Justice

funded by



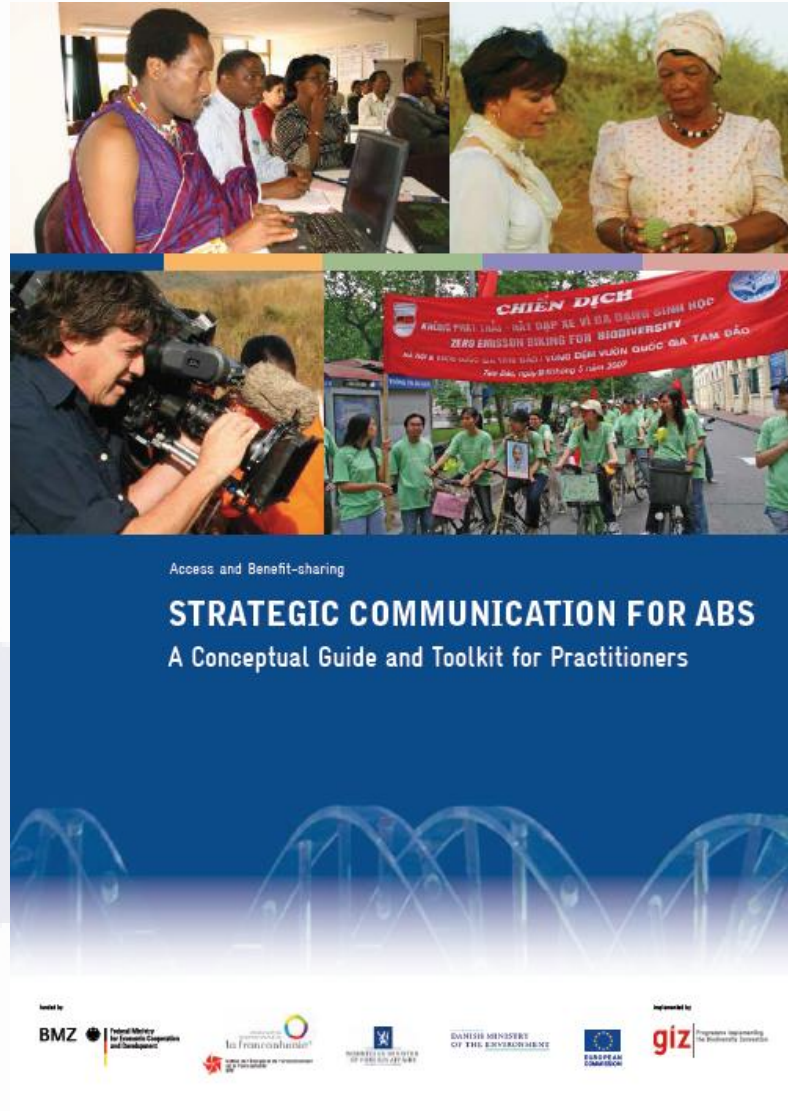
Federal Ministry
for Economic Cooperation
and Development



implemented by

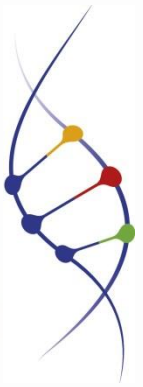
giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

Source:



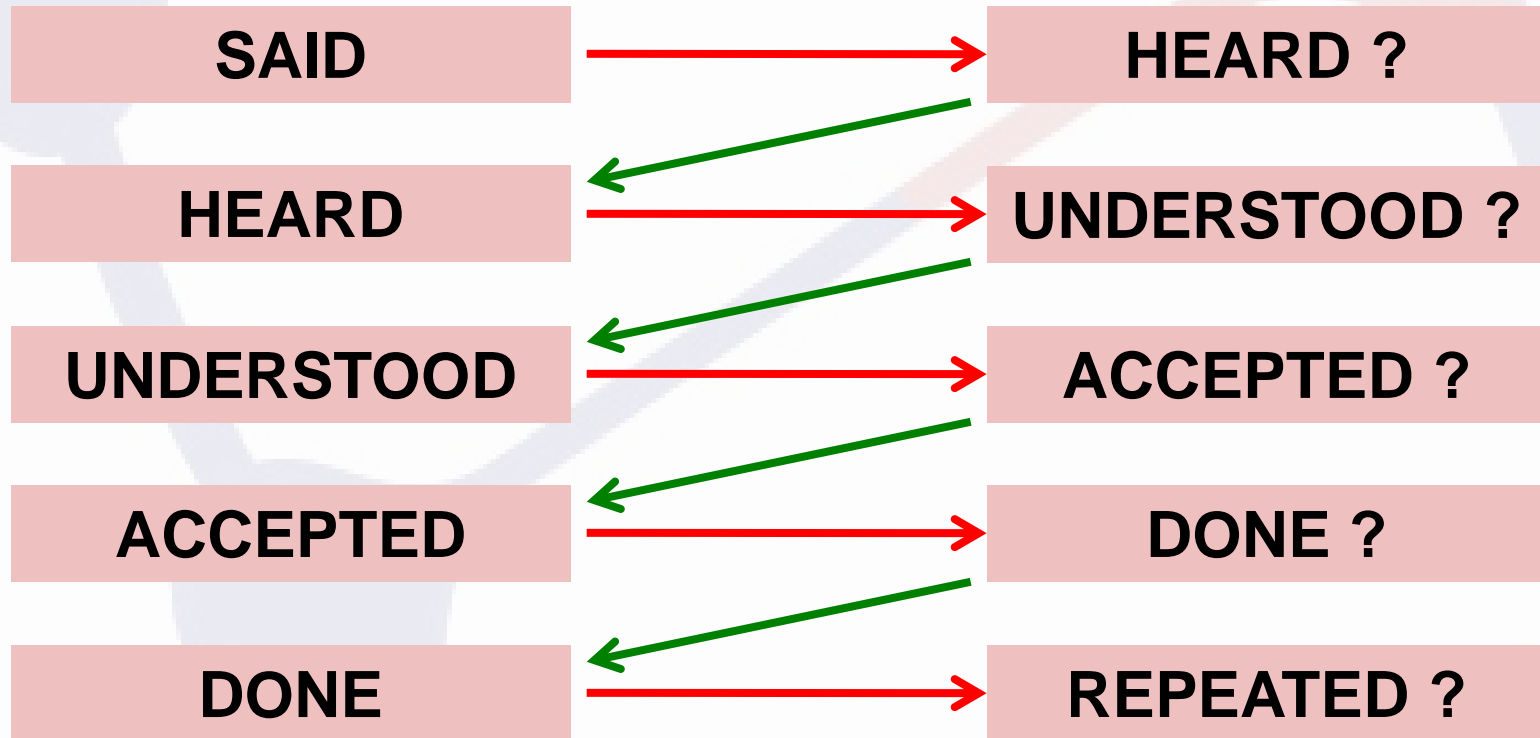
"You cannot not communicate."

(Paul Watzlawick)

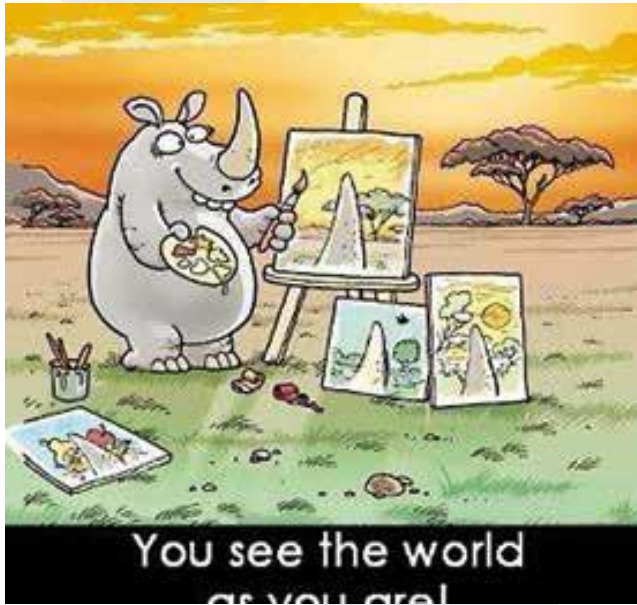


- We communicate all the time: Everything we do (and don't do) communicates something.
- Perception is the only reality that exists.
- "First listen, then speak."

Said is not done



Perception is the only reality



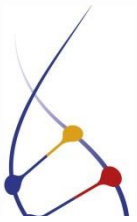
- How we interpret other people's messages is shaped by our own background, world views, experience, culture etc. Words do not mean the same to all of us.
- Importance of elationships, trust and credibility

Victories are not gained with words, but with images and sounds



- **Images and sounds** that appeal to our heart and hands play an important role
- We need to appeal not only to what people **know**, but also to what they **feel** and **do** about ABS

Strategic communication



Steps in this workshop



**Situation
analysis**

**Know your
stakeholders**

**Define your
objectives**

**Choose your
channels/media**

**Define your
messages**

**Produce content
for media**

Communication objectives



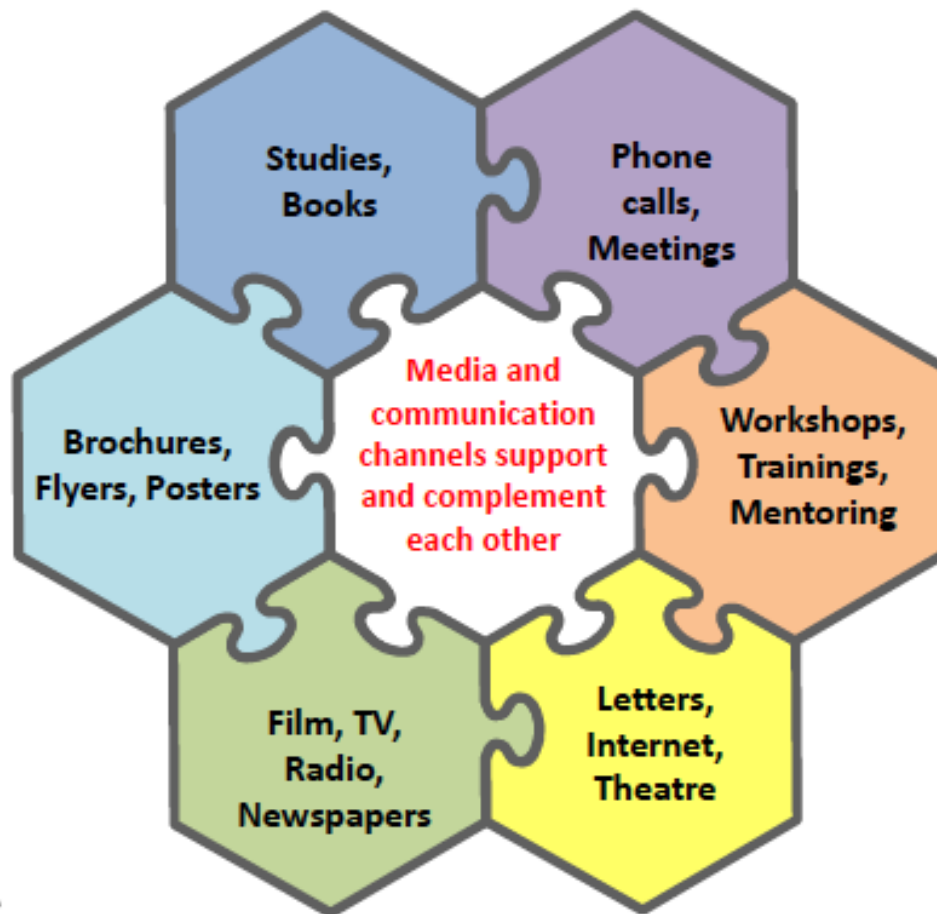
Channels/media

Dissemination
of information

one-way



- Basic knowledge and information
- Broad outreach
- Attraction and persuasion
- Regular programming

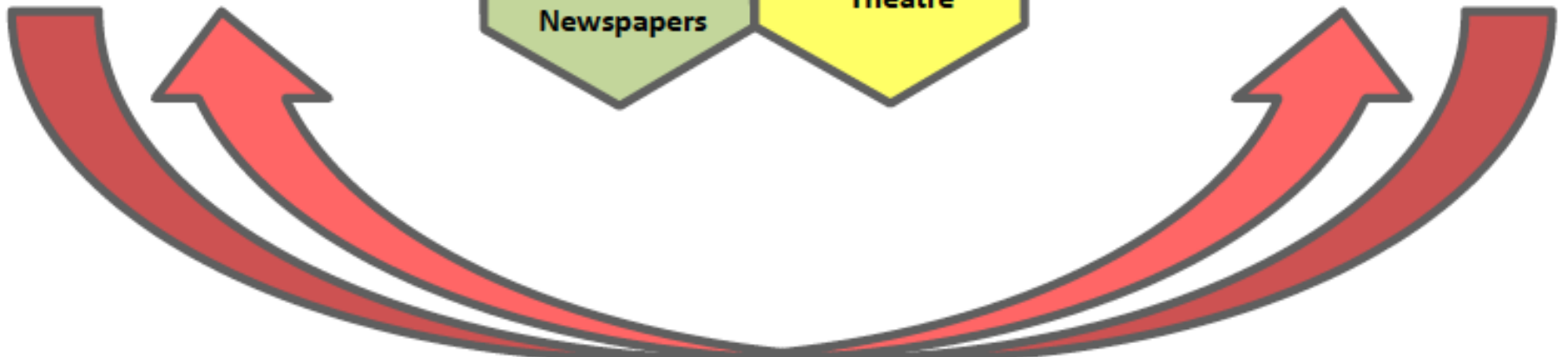


Interactive
communication

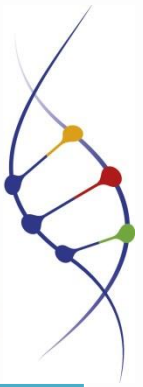
two-way



- Motivation and mobilisation
- Action orientation
- Easy access and local context
- Acceptance and trust



Channels/media



Communication channels should be appropriate to the audiences'...

- information-seeking habits
- preferred information sources
- ability to access
- media consumption patterns
- communication networks

Select and use individual communication channels...

- for specific rather than multiple objectives,
- which can easily accommodate 'localized' messages,
- that can be locally developed, produced and supported,
- that complement other channels of the same strategy,
- while offering distinct strengths

Defining the message



KISS

- Keep
- It
- Short and
- Simple

so that the
message
triggers

AIDA

- Attention
- Interest
- Desire and
- Action

- **Objective:** stakeholders formulate priorities for the national ABS strategy and contribute these
- **Audience:** commercial user

Messages:

- If you participate in this dialogue with other stakeholders, you will be able to influence the design of policies and regulations that work well for you and your peers.
- Make your priorities and interests count in the national ABS Strategy. Join the Stakeholder Workshop on...
- Have you submitted your position paper on the national ABS strategy yet? Others have already used their influence. Don't let the opportunity pass without your voice being heard!

Strategic Communication for ABS



- ABS requires knowledge, motivation and cooperation of many different individuals, groups and organisations
- They may know as little about ABS as you know about them
- Knowledge, attitudes and perceptions can differ considerably – and their roles in the process, too
- They speak different "languages".
- Different objectives require different approaches. Clearly
with whom you want to communicate *what* and
how



**NATURAL
JUSTICE**

THE ABS
CAPACITY
DEVELOPMENT
INITIATIVE



L'INITIATIVE DE
RENFORCEMENT
DES CAPACITES
POUR L'APA

Thank you!

funded by



Federal Ministry
for Economic Cooperation
and Development



implemented by

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH