

Project Communication

From Africa to Asia and Back Again



SPO
Strengthening
Participatory
Organization



**RESEARCH
PROGRAM ON
Water, Land and
Ecosystems**



Enabling poor rural people
to overcome poverty

How could we communicate better?

- Creating a project communication strategy to make the process of capturing, developing, sharing and using project knowledge more effectively.
- Use new communication technologies (new media) to communicate project results with the outside world more effectively

Communication strategy (1)

- Between partners of 9 countries : Need for a new way of reporting (AKVO RSR / Website improvement)
- More partners from the field (such as farmers) will be involved within a country : how to communicate with and between them?
- Communication and innovation plan
- Business canvas model
- The use of new media (smart phones, videos)

Communication strategy (2)

- Set up of deadlines of release newsletters, update website with new documents
- Clear understanding what the task division is of SpNF / ICRAF versus partners regarding to reporting and administration.
- SpNF NL central point of communication for information sharing between countries or not?

Communication strategy (3)

- Local project partners with WUAs + Farmers Organisations (WUA staff/ field officers / model farmers)
- Farmer learning centres (Farmer to farmer exchange meetings)
- Local project partners with government institutions
- Local project partners with universities (BSc / MSc course development, short courses)

Communication tools: Video

- More use of video in order to communicate the progress of project. (4-5 slides with 1 minute video)
- 15 topics from spate notes



Newsletter

- What to share with whom?
- Use similar format for main and local newsletters?
- Digital or paper format?



Spate Irrigation
Network Foundation

[View this email in your browser](#)

Dear Spate friends,

We have a couple of things we would like to inform you about!

1. New country networks

First of all we are excited that we are starting with country networks in five more countries: Afghanistan, Kenya, Malawi, Myanmar and Somalia. In the ongoing Leadership Course plans have been made on starting in these new countries and host organizations have been identified.

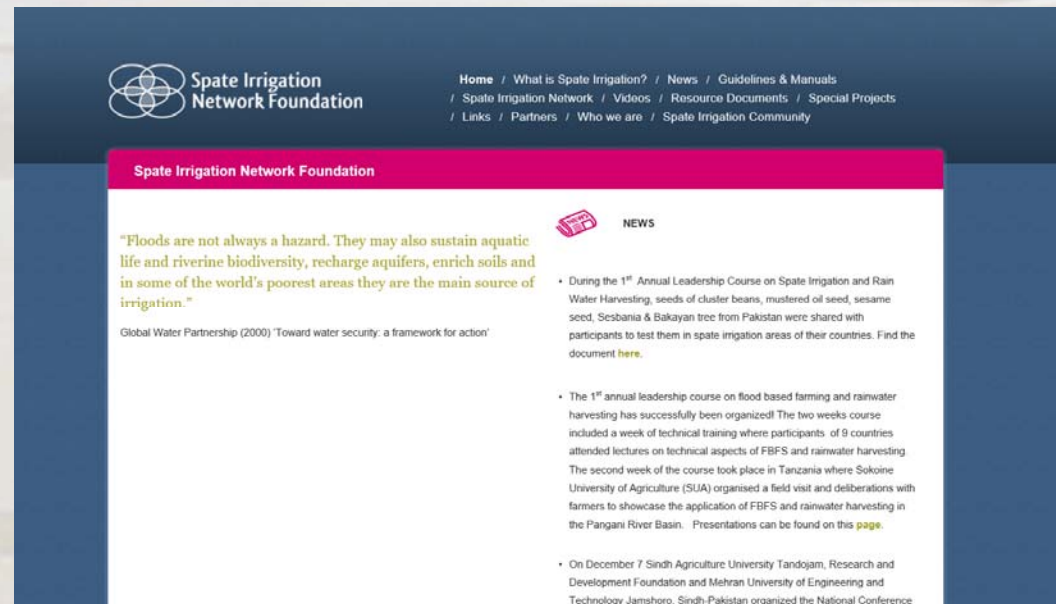
2. Leadership Course.


The Leadership Course is taking place from February 29 to March 14 in Nairobi Kenya and is supported by the IFAD/EU funded "From Africa to Asia and Back Again" program. The course brings together program leaders from nine countries and will consist of a week long visit to spate systems in Tanzania too.



Website

- Open access?
- Page per country?
- Video section (through the WaterChannel)?
- Link to AKVO RSR?




 Spate Irrigation Network Foundation

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Spate Irrigation Network Foundation

"Floods are not always a hazard. They may also sustain aquatic life and riverine biodiversity, recharge aquifers, enrich soils and in some of the world's poorest areas they are the main source of irrigation."

Global Water Partnership (2000) 'Toward water security: a framework for action'

 NEWS

- During the 1st Annual Leadership Course on Spate Irrigation and Rain Water Harvesting, seeds of cluster beans, mustered oil seed, sesame seed, Sesbania & Bakayan tree from Pakistan were shared with participants to test them in spate irrigation areas of their countries. Find the document [here](#).
- The 1st annual leadership course on flood based farming and rainwater harvesting has successfully been organized! The two weeks course included a week of technical training where participants of 9 countries attended lectures on technical aspects of FBFS and rainwater harvesting. The second week of the course took place in Tanzania where Sokoine University of Agriculture (SUA) organised a field visit and deliberations with farmers to showcase the application of FBFS and rainwater harvesting in the Pangani River Basin. Presentations can be found on [this page](#).
- On December 7 Sindh Agriculture University Tandojam, Research and Development Foundation and Mehran University of Engineering and Technology Jamshoro, Sindh-Pakistan organized the National Conference

Documents: Shared practical notes & posters

- 5 shared practical notes
- Similar layout format spate documents
- Digital or paper format
- Sharing it through smart phones?

