

Communication Products

Objectives

To make stakeholders effectively part of the project by using different communication tools and technologies.



Specific Objectives

- { To keep everybody within the project area informed
- { To create awareness
- { To promote cooperation
- { To involve others such as politicians
- { To create clarity on and in the project



Key Communication Messages



Three key communication messages have been set to reach the target audience. These are:

- { Harnessing floods in Gash has other multiple benefits than agricultural productivity and food security.
- { Water from floods can be shared more equally between upstream and downstream.
- { Incorporation of gender and ecosystems perspective in investment plans in flood based farming has an added value.



Communication Activities

1. Organizing project lunch & closing workshops .
2. Organizing joint field visits with civil society , community organizations and WLE consortium partners.
3. Producing videos :

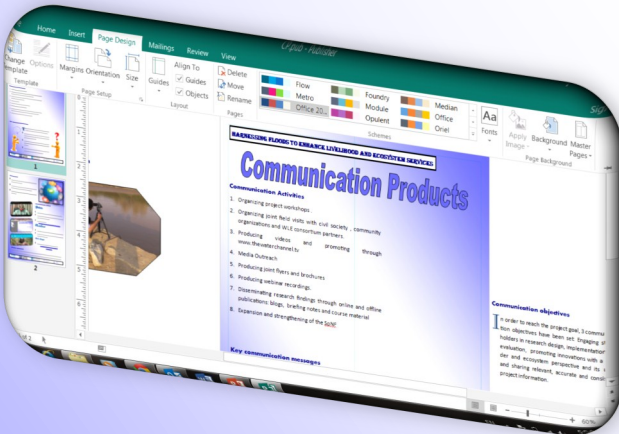


- Documentation of launch workshop in Kassala town (28/04– 1/5/2015)
- Short documentary video to highlight the research objectives and the study area
- Documentation of closing workshop (14-16/12/2016)
- YouTube channel

https://www.youtube.com/channel/UCPH1wk_L5hbnkXNTY8lrk5Q

www.thewaterchannel.tv

4. Producing joint flyers and brochures :

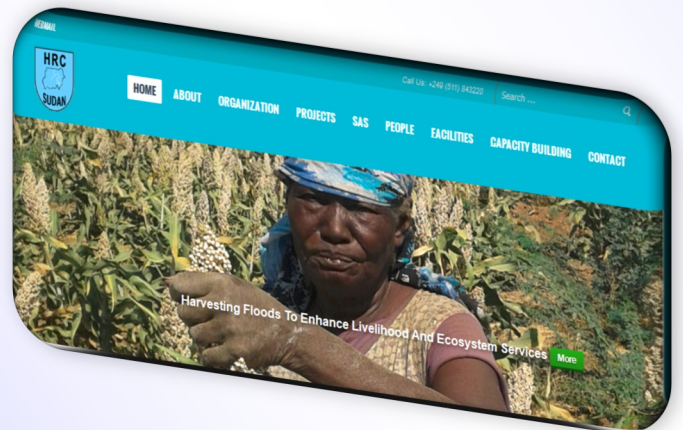


- Introductory brochure of the research project (A/E)
- Detailed brochures to reflect the outputs of the project components

5. Disseminating research findings through online and offline publications.

<http://hrc-sudan.sd/index.php/portfolio/gash-project/>

www.hrc-sudan.sd



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