

# Communication Strategy

For harnessing floods to enhance livelihoods and ecosystems services



# General Objective

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



# Specific Objectives

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



# Who are the partners?

- Farmers and pastoralists
- Gash WUA
- Researchers / experts (HRC, UNESCO-IHE)
- State government (especially Gash Scheme, Ministry of Agriculture, Ministry of Water, Agricultural Research Cooperation)
- The program coordinator CGIAR/WLE
- A larger audience

# What communication tools and technologies we may be using?

- Videos
- Posters and infographics
- Publications (academic / practical notes)
- Media (radio, tv and newspaper)
- Meetings and workshops

A wide, shallow river with sandy banks and a light sky. The water is a pale, milky color, and the banks are composed of light-colored sand and silt. The sky is a pale, overcast blue. The overall scene is a natural, somewhat desolate landscape.

How can we achieve effective communication  
with each other?

What are the communication tools and  
technologies to do that?

# Objective of this 20 minutes

- To discuss how to use the communication tools and technologies with all partners
- To discuss which communication tools and technologies can be used for which groups



# Communication tools and technologies

- Videos
- Posters and infographics
- Publications in local languages
- Media (radio, tv and newspaper)
- Meetings and workshops



# Videos for sharing knowledge



# Why use video?

- Video offers an alternative form of reporting.
- Video can give a story more depth and impact.
- Videos can be used to share knowledge and learn from each other by the use of images


# Everybody can make video

- Sharing filmed stories via mobile phones.
- Small cameras shared and used by persons who are trained in using it.





# Posters and infographics



## Harnessing Floods to Enhance Livelihoods & Ecosystem Services

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

**UNESCO-IHE** Institute for Water Education

Spatio Irrigation Network Foundation

**META** **META**

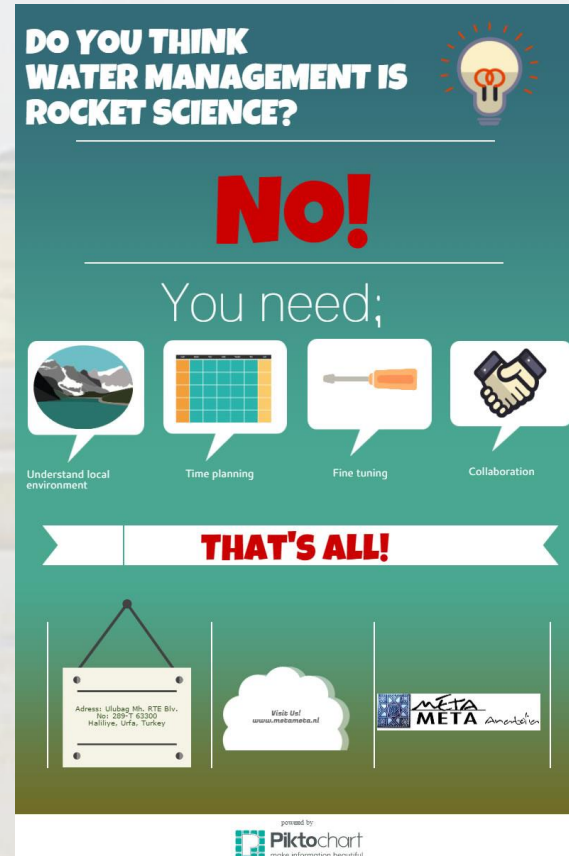
**HRC** Hydraulics Research Center  
مركز البحوث الهيدروليكية

In Sudan, the systems are several hundred years old, whereas in Ethiopia investments have accelerated in recent years. Despite the high risk due to unpredictable nature of the floods, the high sediment loads and the frequent changes of riverbeds, Flood-based Farming Systems (FBFS) divert floodwater and spread it over large areas to grow crops, water rangeland and/or replenish shallow groundwater.


the Ethiopian and Sudanese governments supported by donors such as IFAD started investing in the improvement of infrastructure (weirs, intake and canals) and on-farm practices to enhance agricultural productivity. However, it is unknown how these interventions at scheme level interact with other functions provided by floods at the local and landscape level and how these interventions affect the livelihoods of different stakeholders.

This project is part of the CGIAR research program on water, land and ecosystems work in the Nile and East Africa Region.

[wle.cgiar.org](http://wle.cgiar.org)







## DO YOU THINK WATER MANAGEMENT IS ROCKET SCIENCE?



# No!

### You need;

-  Understand local environment
-  Time planning
-  Fine tuning
-  Collaboration

## THAT'S ALL!

Address: Ulubag 46, RTE Biv.  
No: 287-73200  
Halkiyte, Ufa, Turkey

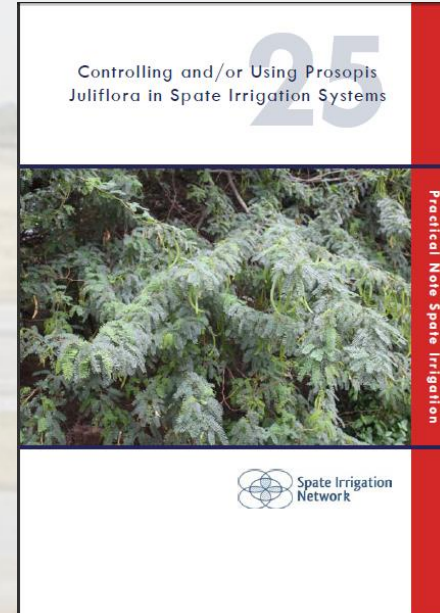
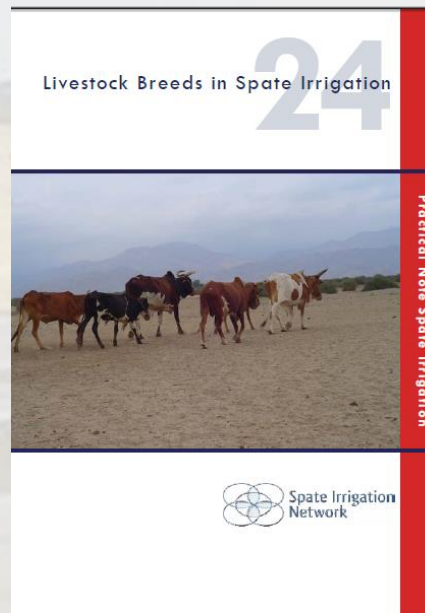
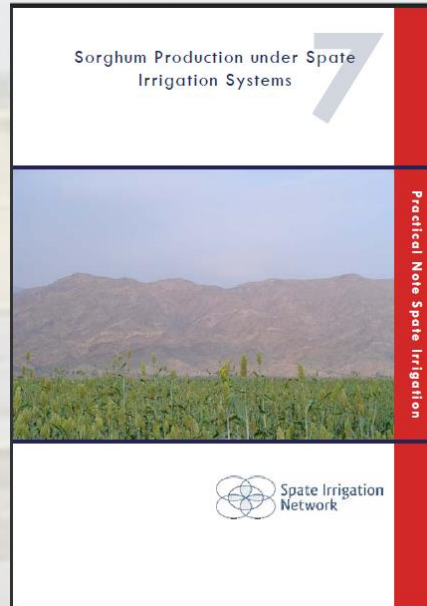
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# Publications in local languages



# Communication through media. When useful for whom?

- Newspaper
- Radio
- Television



# Meetings and workshops

- Meetings / workshops for specific groups (farmers / pastoralists, researchers)
- Meetings / workshops with more or all groups part of it.

# Example of alternative way of video use

- Farmers were shown how to make short video clips of stories. In this way, farmers could share their stories and the stories of other participants with friends and neighbors when they returned home.

