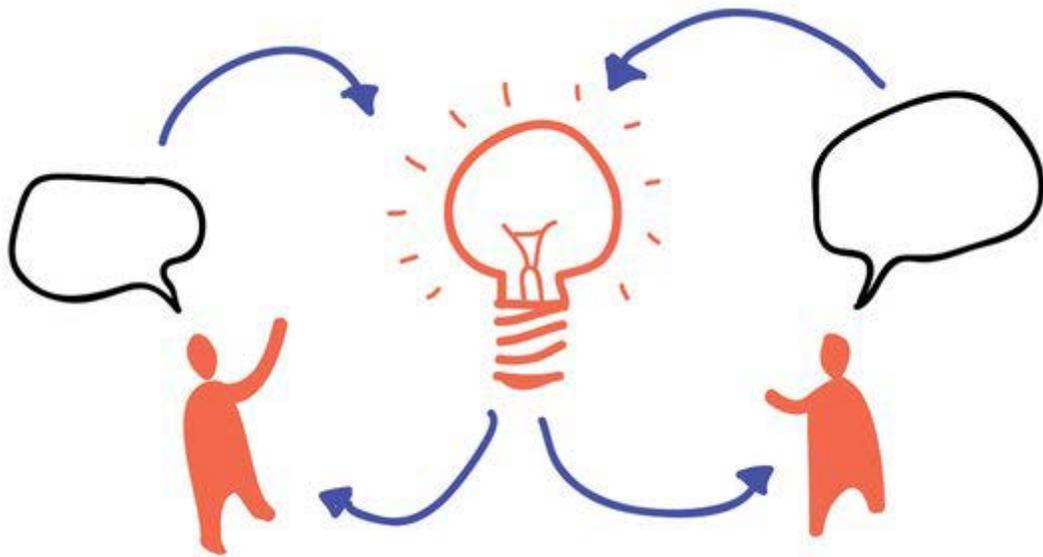




Comprehensive Communication Strategy



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COMMUNICATION STRATEGY TOWARDS EFFECTIVE ADVOCACY, AWARENESS RAISING AND
EDUCATION

CONVERGING COMMUNICATIONS TO THE JORDAN NAP

As part of the new 10 strategic goals for the UNFCCC, this communication strategy will act as a national roadmap to effectively influence different key stakeholders to address desertification, land degradation and drought through effective advocacy, awareness and education.

In the 3rd Jordanian National Action Plan (NAP) to Combat Desertification, communication was absent. As part of the new UNCCD strategy, it was found that communications that help achieve effective advocacy and behavioral change is needed. Therefore, the fourth Jordanian NAP converges' a communication plan and strategy into its effort to address desertification, land degradation and drought.

To overcome the persistent challenges of DLDD stakeholders from different sectors and local communities themselves will need to *change their behavior* to create effective partnerships that aim at reversing and preventing desertification, land degradation and efficiently mitigate effects of drought. This requires a sophisticated communication strategy that considers all the steps from communication to sustained action and behavioral change.

From a communications perspective this presents some challenges:

- It is evident that there is a gap in communications between the local community and government bodies. This poses as challenge when taking advocacy and social marketing into consideration, especially that local knowledge is not incorporated in local policies and plans
- There is a weak institutional imperative; weak active roles of the National Desertification Committee which therefore affects the link between strategies and operational aspects as well as coordination with climate change and CBD national committees for alignment actions and interests.
- Having a weak link between operational/implementation and strategies directly affect the sustainability of initiatives on land management causing huge gaps between awareness and behavioral change.
- The image of drylands is still somehow seen as unproductive land with no economic and/or social value.

AIM

This communication strategy will act as a national roadmap to effectively influence different key stakeholders to address desertification, land degradation and drought through effective advocacy, awareness and education. It plans to produce high quality technical assistance in advocacy and social marketing to contribute to progress towards long term goals with clear objectives and indicators to assess outcomes and the effectiveness of actions.

- Raising the understanding of desertification, land degradation and drought across sectors
- Create synergies between desertification, land degradation and drought, and climate change adaptation, mitigation and biodiversity conservation.
- Increase governments capacity and capability for monitoring sustainable dryland management and desertification
- Increase local community and government knowledge of cost effective sustainable land management solutions
- National policies better integrate local knowledge of dryland restoration
- Increased mobilization of multiple stakeholders in addressing desertification, land degradation and drought
- Effectively monitor the efficiency of communication and the role of different stakeholders in improving sharing knowledge and information.

TARGET AUDIENCE

It is important to note that creating a plan for behavioral change can only be sustainable if proper incentives are created. Change in behavior can only be possible if awareness is combined with incentives and alternatives.

This section outlines the communications objectives by target group.

Group	Description
Government	<ul style="list-style-type: none">- Policy makers- Ministries- Municipalities
Local	<ul style="list-style-type: none">- Local communities- CBOs- NGOs (local)
Key professionals	<ul style="list-style-type: none">- Universities- Research institutions- Professionals
International Organizations	<ul style="list-style-type: none">- Donors- Research organizations- International organizations- Implementing organizations
Media	<ul style="list-style-type: none">- Local media channels- Social media- Online blogs etc.

Ministers, high-ranking government officials and parliamentarians

Objectives:

- Jordan aligned NAPS and SLM and DLDD issues integrated into developing plans and relevant investment plans and policies
- Effective communication of DLDD synergies with climate change and biodiversity conservation
- Establish or update an existing data base and information unit about DLDD and other collaborating sectors

Desired Change:

- Integration of Local knowledge including women and economic benefits in policies and plans.
- Establishing a committee to help initiate the integration of SLM, and green technologies in national policies taking into consideration the gender representation and needs
- Establishing a scientific body that monitors and assesses biophysical and socio-economic trends and having a communication expert on board.
- Raising awareness on threats of land related issues, living conditions, food security and others.
- Raising awareness on the link between DLDD and climate change and biodiversity conservation
- Enriching the knowledge of ambassadors on the conditions and mechanisms of DLDD
- Engaging the local community ; including women and youth as main stakeholders in all communication plan processes to address their needs and knowledge
- Investing in public funds for developing supportive local policies that include awareness raising and social marketing and the use of green technologies
- Improving knowledge on biophysical & socio-economic data to help in improving decision making.
- Using positive models from local traditional knowledge to showcase achievements
- Developing a framework with clear and effective mechanisms to mobilize resources across institutions
- Collecting sufficient data collected nationally for baseline data and M&E
- Creating a robust baseline with data about socio-economic and biophysical trends

What can be done?

- Exposure to best practices, positive local community (users groups and their local knowledge including women) activity models.
- Using economic valuation studies
- Produce gender sensitive local community awareness plans.
- Integrate DLDD issues within educational curriculums.
- Increased exposure to best practices, positive local community activity models.
- Produce a social marketing and awareness plan targeting behavioral change aimed at decreasing human influenced effects.
- Design and implement training workshops to enhance capacities of monitoring units on data storage, analysis and reporting
- Design and implement a set dissemination plan
- Design and implement a M&E plan

International organizations

Objective:

Creating an effective strategy towards SLM projects

Desired Change:

- Setting implementation strategies that target DLDD and related issues
- Diverting financing and funds towards new approaches (green technologies)
- Increasing the capacity of local communities and government institution about DLDD, SLM ensuring gender equity and mainstreaming issues.

What can be done?

- Use annual national studies to support.
- Include national experts in the field
- Use needs assessments for local communities including women, Pastoralists, farmer, youth, local CBOs and different land users groups
- Conduct training and capacity building workshops
- Be part of any DLDD and SLM scientific body

The media

Objective:

DLDD and relevant issues like climate change and biodiversity conservation are highlighted in the news, stories and have a bigger audience

Desired Change

- Writing positive stories about dryland restoration and local community engagement
- Writing stories to increase awareness about DLDD effects on other sectors
- Creating a solid rationale and information behind dryland restoration and local community engagement
- Highlighting that dryland in Jordan as an opportunities for improving affected population livelihoods.

What can be done?

- Increase awareness about dryland issues by showing interest and attending national and local initiatives
- Helping locals in advocating for their rights and showcase positive local models including a unique local knowledge in addressing impacts of DLDD including women, Pastoralists, farmer, youth, local CBOs and different land users groups
- Greater interest in addressing positive outcomes rather than tragedies

Key Professionals

Objective

Data and case studies produced for effective dissemination (showcasing DLDD effects and synergies)

Desired Change

- Annual case studies produced show casing specific area DLDD effects
- Annual case studies produced and allowed for dissemination locally/nationally
- Produced cases analyzing the drivers of (policy, institutional and financial and socio-economic) of land degradation from different stakeholder perspectives including local communities indicators in dealing with DLDD

What can be done?

Being part of governmental scientific bodies

Non-governmental organizations and civil society organizations

Objective

Individual ability to manage and protect their environment

Desired Change

- Increasing the ability to manage grazing as a pest practice for SLM..
- Increasing the ability towards sustainable Dryland management.
- Increasing awareness and capacity towards DLDD and SLM and related issues
- Increasing local community ownership
- Increasing coordination and collaboration among CBOs and municipalities and women groups at local level.
- Increasing the use of greener and newer technologies on the ground to support SLM.

What can be done?

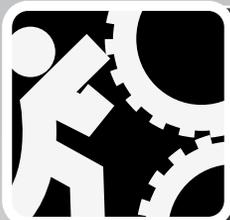
- Advocate & lobby for local interests while capturing indigenous knowledge.
- Participate in and get involved in local initiatives.
- Be part of the change process and planning process
- Attend capacity building and training workshops
- Attend TOT workshops to widen capacity building in local areas

TOOLS

- Through proper dialogue with line institutions
- Through participatory engagement.
- Documenting local knowledge for sharing and builds on.
- Through proper dialogue with local community reps including women, Pastoralists, farmer, youth, local CBOs and different land users groups
- Through participatory engagement.
- Use: field visits, interviews, workshops, problem analysis tools, showcasing positive models and alternative benefits, local media
- Through proper dialogue with local community reps including women, Pastoralists, farmer, youth, local CBOs and different land users groups
- Through participatory engagement.
- Through collaboration with different research institutions and departments of statistics
- Being part of local/national and global conferences and workshops
- Strong participatory approach in all local initiatives (national or local) through implementing agencies
- Annual conferences and workshops aiming at disseminating valuable information
- Interviews, video, workshops and being part or attending local initiatives and conferences
- Newspaper , Celebrating World Earth Day, Combat Desertification day

AIM

This communication strategy acts as a national roadmap to influence key stakeholders to address DLDD



Raise understanding of DLDD

Create synergies between DLDD and climate change adaptation, mitigation and biodiversity conservation.

Increase governments capacity and capability for monitoring sustainable dryland management and desertification

Increase local community and government knowledge of cost effective SLM solutions

National policies better integrate local knowledge of dryland restoration

Increased mobilisation of multiple stakeholders in addressing DLDD

Effectively monitor effectiveness of communication

AUDIENCE



Government

Local Community

International Organization

Key Professionals

Media

COMPLEXITY & UNCERTAINTY OF COMMUNICATION

TOOLS



Participatory Approaches

- All level capacity development
- Joint Management
- Pilot Projects

Two Way Communications

- Non-governmental pilot projects
- Policy Change
- Public investments
- Skill development

One Way Communications

- Gender mainstreaming and equity
- Capacity Building and Awareness
- Empowerment
- Ownership

DESIRED CHANGE



change in knowledge

- Translate information & data to common language
- Awareness building
- Updated Knowledge databases

change in Practice

- Policy Change
- Public investments
- Non-governmental pilot projects
- Skill development

change in Attitude

- Capacity Building and Awareness
- Empowerment
- Gender mainstreaming and equity
- Ownership