Ministry of Environment, Climate Change and
Natural Resources (MECCNAR)

COMMUNICATIONS STRATEGY

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CHAPTER 1:

Introduction

Country Profile

The Gambia is one of the smallest West African countries with a sub-tropical climate marked by two seasons – hot and rainy, and a cooler dry season. The population which is estimated at 2.3 million is relatively young with almost half (45%) between the age of 0 to 14, while only 4% is 65 or older[i]. Poverty remains prevalent with 48.6% living below the poverty line of less than US$1.25 a day. Agriculture is described as the main driver of the economy accounting for almost half of the country's workforce, many of whom live in rural Gambia[ii] despite being increasingly vulnerable to deforestation, rising sea levels and erratic changes in the climate, all of which negatively impact agricultural production. According to the Gambia Bureau of Statistics the agriculture, forestry and fishing sectors produce 26 percent of GDP[iii].

Climate Change, Natural Resources and Environmental Management

MECCNAR is the leading national institution responsible for the implementation of climate change and environment related initiatives, including natural resources management. Given its broad mandate, the Ministry has oversight and works with the Department of Forestry (DOF), Department of Parks and Wildlife Management (DPWM) and the National Environment Agency (NEA), in addition to partnerships with other national and international stakeholders. Both line Departments and the Agency have a promotional mandate to raise awareness and sensitize the public on the impact of climate change, environmental deterioration, their work and the overall mandate of MECCNAR which contributes directly to achieving the national priority *Promoting environmental sustainability, climate resilient communities and appropriate land use* as identified in the National Development Plan (NDP 2018 – 2021).

The work of MECCANR is complemented by project initiatives within the sector such as the Large-Scale Ecosystem-Based Adaptation (Eba) Project, the Resilience of Organisations for Transformative Smallholder Agriculture (ROOTS), the Rural Integrated Climate Adaptation and Resilience Building Project (RICAR) and the Global Climate Change Alliance (GCCA+). While these projects actively engage communities on positive climate action, adaptation and mitigation skills and education, daily human survival practices, including deforestation through tree felling and fires, overfishing and/or fishing in prohibited areas, continue to impact the environment negatively. Increased knowledge through advocacy and awareness is important to promoting attitudinal and behavioural change for positive climate action.

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[i] Demographic Health Survey (2019 - 2020)
[ii] National Development Plan (2018 – 2021)
[iii] Circular GHG mitigation: opportunities The Gambia (2021) - Metabolic analysis

- ## Context: Why a Communication Strategy

It is a consensus among stakeholders that communication on environment management and climate change is sparse, ad hoc and project driven. The Departments and Agencies within the environment sector each implement climate change, adaptation and mitigation projects with components on awareness creation, advocacy and visibility. These are, however, project and/or donor specific. The absence of a Communication Strategy at ministerial and department levels contribute to the lack of structured and coordinated communications leaving related advocacy and visibility done on a need/ad hoc basis. Production of communication outputs to aid evidence-based reporting such as annual reports, factsheets, newsletters, brochures and fliers, are irregular and rare within its departments and agency. This leaves the documentation of environmental issues with projects and development partners.

At present, one of the most effectively way to engage and inform communities is through social mobilization. Aimed at promoting environmentally friendly behaviours, this strategy usually involves information strategies blended with music, comedy and drama to shape and change knowledge, behaviours, practices, norms and attitudes. Departments, agencies and projects within MECCNAR utilize various forms of social mobilization such as caravan, drama display at 'lumos', meetings at bantabas and village centres to spread messages on climate change, adaption and mitigation. This is done through existing community structures such as traditional communicators usually referred to as 'kenyelengs', women and youth 'kafos', and Village Development Committees (VDCs).

At national level, stakeholders within the environment sector are aware of the climate change vision. They are confident their institutional goals are in line with national priorities to combat climate change and strengthen resilience of communities. Through the Gambia Agriculture and Natural Resource (ANR) Working Group and other existing sector committees, the Ministry has opportunities to coordinate advocacy and awareness across the country. However, the Policy and Vision need popularisation for better understanding among departments and agencies to boost ownership and utilisation. For instance, consultations leading up to this strategy reveal that stakeholders within MECCNAR simply know of the existence of policies on climate change and the 2050 Vision. They are unaware of the objectives of the 2050 Climate Change Vision and are therefore unable to align their priorities with national goals.

Climate change and overall environmental deterioration is multidimensional and affects everyone. Stakeholders unanimously underscored the need for coordinated and structured approach to sensitization and advocacy in this area. In this vein, it would be essential for MECCNAR to increase the popularisation and ownership of the 2050 National Climate Change Policy within its sector and amongst its key stakeholders. This will ensure that national and development partners contribute and integrate the policy objectives, as well as align their institution's priorities with the vision and its aspirations. It

is therefore critical to establish and maintain collaboration between relevant stakeholders, including health, resilience, environment, biodiversity, education, and human rights institutions to provide comprehensive solutions, as well as communicate these to influence positive change and manage community expectations. Sector working groups such as the ANR provide a platform for collaboration. However, information users find it less effective according to non-members.

Communication succeeds when it is back by systematic reporting that relies on data/evidence. Data is critical to climate adaptation and mitigation efforts both at national and community levels. However, information flow from central level to regional and community levels is slow paced. It must also be people centred so that numbers rather than percentages are used to represent individuals.

Vision
The Gambia's environment and natural resources are sustainably managed for the benefit of all citizens in a coordinated manner

Mission
To ensure that Gambia's environment and natural resources are sustainably managed and conserved for the benefit of all (including future generations), and to increase resilience to climate change.

Goal: Strengthen the capacity of MECCNAR and stakeholders to ensure effective and responsive environment management and climate change interventions.

Expected Results
1. Increased public understanding and support for environmental management and climate change adaptation and mitigation
2. Enhanced participation of stakeholders in policymaking and development processes
3. Visible reduction in environmental degradation of all forms through community-led interventions
4. Improved strategic partnerships among stakeholders in the public, private and civil society sectors.

Impact Indicators
1. Percentage/number of public reached
2. Percentage/number of stakeholders trained
3. Number/level of stakeholders' engagements coordinated in public policy making processes
4. Number of cases of environmental degradation cases detected and prosecuted
5. Quality of engagement and accountability of public institutions engaged in environment management and climate change interventions
6. Level/quality of networking by MECCNAR.

Aim of communications
To support the Goal statement and the Strategic Objectives of MECCNAR through communications which informs and motivates communities, stakeholders and civil society organisations to act according to MECCNAR vision and mission statement.

CHAPTER 2:

Guiding Principles, Focus, Approach and Principles of Communication

- ### Guiding Principles

As we face increasing environmental challenges affecting lives, livelihood, food and nutrition security, solutions must be innovative, coordinated, and inclusive. On one hand, this Communication Strategy seeks to strengthen the coordination role of MEECNAR to support and lead advocacy and awareness on environmental and natural resources management. On the other hand, it aims to publicize the activities, achievements and results, opportunities and lessons learned within the sector and gain visibility.

It is important to note that extension workers and regional staff play a critical role as they are the link between central sources of information on a cross section of environmental issues including weather forecast, market information, and climate change adaptation and mitigation messaging.

- ### Focus

The impact of climate and environment deterioration affects all communities and sectors. While this strategy identifies thematic areas of focus, it recognises multidimensional nature of environmental and natural resource management. This strategy considers the following series of cross cutting themes:

- Food and nutrition security
- Social mobilization/Community Engagement
- Climate resilience (Adaption and mitigation messaging)
- Environmental sustainability
- Gender equality and women's empowerment
- Youth empowerment

Communication will be mainstreamed in all MECCNAR interventions to ensure comprehensive and consistent messaging to national, regional and community users. This requires a wide range of communication channels, including traditional, new and innovative technologies specific to each target audience.

- ### Approach

This Strategy will utilize a blend of communication methods and tools including verbal, written, audio-visual and other forms of multimedia types to maximize impact and reach across a wide range of audiences. It will employ both traditional and new media and will promote a feedback mechanism to ensure continuous learning and adaptation to best practices. The following are the foundation upon which MECCNAR will target and communicate on climate change, environment and natural resource management.

Principles of Communication

- ### Inclusiveness and Participatory Approach

This strategy is developed with a 'leave-no-one-behind' principle which seeks to ensure that content is tailored to the needs of different audiences across sectors and communities.

- ### Policy Driven

This Strategy is anchored on and draws its inspiration from the National Development Plan and other international frameworks on climate change. It recognises that to effectively structure and guide its work, MECCNAR, as the lead institution for environment and natural resource management, must ensure its sectoral policies are always linked to the national policies and frameworks. This would make it possible to speak to national priorities as identified in the NDP, as well as coordinate closely with its line departments and agency on harmonize environment related

- ### Adaptive and Flexible

Climate change and environmental issues are dynamic and research in this sector will continue to bring new information on adaptation and mitigation. Therefore, this Strategy is designed with an evaluation component that will enable its flexibility to accommodate changing needs in the context of new data, technology and changing attitudes and behaviours of target audiences.

- ### Innovative

While traditional methods and tools of communication may work in rural communities, it is important to note the variety of new and innovative forms are becoming more useful and user friendly in communicating complex climate related concept. For instance, several communities reveal the use of WhatsApp audios as an effective tool for market and weather updates. Pictorial messaging may also be more effective to communicate the impact of human survival tactics on the environment, rather than just verbal sensitization.

- ### Research Driven

Research is critical to environment and natural resource management, especially in the context of climate change. It is therefore crucial that MECCNAR's communication is evidence based. This will strengthen its credibility and its leadership as the primary institution charged with the responsibility to advocate for environmental sustainability.

CHAPTER 3:

Objectives, Outcomes and Roles

Introduction

Communications work within MECCNAR is necessary to achieve the Expected Results above. To this end, this Communications Strategy and implementation plan will provide the structured framework for all communication activities. This resource is a guide for all staff involved in communication work within MECCNAR, its satellite institutions and projects and a starting point for the development of more detailed communication plans for its departments and agency.

• Overall objectives

This Strategy aims at achieving the following objectives:

- Support MECCNAR in leading environment and climate change advocacy in The Gambia.
- Strengthen knowledge management by providing a roadmap for communicating, documenting, and disseminating information to varied audoences.
- Effectively coordinate strategic communications within the sector in order to ensure evidence-based reporting.
- Increase the visibility of MECCNAR work countrywide and internationally.
- Promote community led climate action

and overall citizen engagement in promoting the 2050 national climate vision.

Specific Objectives and Outcomes

Objective 1: To raise the profile of MECCNAR and understanding of the interlinked nature of environment management, while making it visible and identifiable through dissemination of clear and effective communication and promotional materials on climate change and environment management at national, regional and community levels.

Outcomes
- MECCNAR is visible and easily identifiable internally and externally by the public
- Increased understanding of MECCNAR and consensus by national level policy and decision makers of the importance of, and interlinkages in, addressing environmental degradation and the impact of climate change.
- Public attitudes, behaviours and cultural norms related to the interlinked themes (particularly in the communities and at national level) are impacted positively.

Objective 2: To coordinate and contribute to shared knowledge, capacity and learning on the thematic areas being addressed by MECCNAR and disseminating - internally and externally - documentation, learning, evidences and best practices.

Outcomes

- (Lead advocate): MECCNAR is the country's lead advocate for environmental sustainability by documenting and disseminating achievements, lessons learned and challenges.
- Connect and promote dialogue within the sector including networks, other NGOs, academics and donors/funding agencies on the different themes to ensure communication of key learning, evidence and stories on related platforms.

Objective 3: Shape behavioural change through community led advocacy and social mobilization for sustainability and attainment of the national climate vision by 2050.

Outcomes

- (Lead Voice): MECCNAR is Gambia's leading voice for environment and natural resource management including climate change.
- MECCNAR consistently captures a greater share of public attention as the institution shaping and convincing key audiences to engage in climate friendly and sustainable natural resource management improving the lives of women, men, girls and boys.

Objectives 4: To effectively engage and promote climate friendly approaches among communities.

Outcomes

- (Lead Community Engagement): MECCNAR is placed as the national institution that is able to engage communities across the country and promote positive climate change initiatives.

Roles and expectations of different staff and Senior Management

Role	What/How	Comments
MECCNAR Communication Officer	- Oversight and coordination of all communications work of MECCNAR - Collaborate and support communication activities of departments, agency and in consultation with Projects - Can provide additional support if needed to national level communications work (eg media training/ communications workshop facilitation, etc) - Keep MECCNAR staff and members informed of all planned communication activities.	MECCNAR needs to establish a Communications Unit to lead implementation of the Strategy.
Project Officers	- Contribute to national level communications work or regional/international reporting/advocacy that features their areas of responsibility - Input and feedback to broader MECCNAR communications work - Keep MECCNAR Communication Officer informed of all planned activities either at national or local level - Provide specific thematic technical expertise to MECCNAR communications work as and when needed (programme and policy focus)	The Deputy Permanent Secretary to Coordinate with Projects and ensure clear responsibilities are communicated with Project staff
External Expertise	- Generic communications support, sharing resource materials (especially video related) - Digital communications support - Specific training on environment/climate related communications - To be contracted if extra capacity or specific technical skills such as content development for newsletter or audio-visual editing is needed.	Reflect communication challenges and needs in overall MECCNAR reporting in order to advocate for partnerships and support.
M&E Staff	- Provide data to support evidence-based reporting specifically annual reports, factsheets, human interest stories.	M&E staff to coordinate all related work and ensure feedback is done in a timely way.
Senior Management	- Provide leadership and guidance to ensure communication is mainstreamed ministry-wide - Ensure the Communication Officer has access to equipment, internet and other resources as may be required.	Annual budgets must capture communication activities to ensure they are not treated on an ad hoc basis

Budget and resources

Budget will be allocated to the communication activities in the overall MECCNAR activity plan. For each Programme/Project to be implemented, a minimum of 10% of the global planned budget will be planned for communication activities.

Additionally, MECCNAR will continue exploring potential sources of income for implementation of this Strategy.

Basic needs for Capacity Building

It is important to consider and develop a series of training sessions on communication skills for the staff of MECCNAR and departments. Key points to be strengthened will be focused on the following:

Capacity needs	Key targets	Remarks
Public Speaking skills	Senior Management, Communications Officer	
Social Media management and messaging (Facebook, Twitter, YouTube) for development work	MECCNAR Staff	
Building communication skills for Campaign and Advocacy	Communications Officer, support staff	
Media Training	Senior Management MECCNAR Staff	
Infographics (Photoshop, InDesign, Adobe Premiere,...)	Communication Officer	
Photography and Video setting	Communications Officer, support staff	

CHAPTER 4:

Targeting, Communication Channels and Methods

Introduction

This communication strategy recognises that the impact of climate change and poor environmental management affects everyone. The impact is however greater on some communities compared to others. Therefore, while the targeting may be broad, the audiences will be segmented and divided into categories.

- ### Audiences/Target groups

This Communications strategy identifies target audiences for the communications work: primary audience and secondary audience. Not all of these will be targets for every activity or product.

Primary Audience	Secondary Audience
• Government: Ministry of Agriculture; Ministry of Fisheries and Water Resources; and Ministry of Finance and Economic Affairs. • Technical service departments/agencies/Units. • National Disaster Management Agency; Gambia Red Cross Association • Smallholder farmers; Farmers' organizations and agricultural cooperatives • Fishing communities and marine workers • Rural extension workers. Community forest Committees • Media outlets and journalists	• Policy makers and government representatives • Civil Society Organizations • United Nations Country Team (UNCT). • International development partners and funding agencies: Global Environment Facility (GEF); International Fund for Agricultural Development (IFAD); OPEC Fund for International Development (OFID); French Development Agency (AFD); and Green Climate Fund (GCF). • Academic and Research institutions and Educators • Non-Governmental Organizations, and private sector's entities involved in environment, climate and rural development work in The Gambia. • Climate services and other climate data users • Members of the public

- ## Internal communication

The aim of MECCNAR's internal communication is to strengthen its coordination role with its line departments and agency including regional staff. This will support information flow both upwards and downwards and prevent duplication. This will be carried out through the following tools:

a) **Intranet:** Centralized communication and access to information reserved for staff of MECCNAR. Everyone on the platform will also have access to online resources such as documents, pictures, etc.

b) **Emails:** establish a ministry-wide mailing list aimed at disseminating information about the Project to its members.

c) **Regular Quarterly (in-person/virtual) meetings:** will be held on a regular basis either face-to-face or virtually using video conferencing systems. COVID-19 ushered in a new era of communication that maximizes time and resource. There can also be a mix to allow some members to be present and others join in virtually. This will break ministerial bureaucracy and make it easier to engage regional staff and get real time updates

d) **WhatsApp Messaging:** this allows for rapid, real-time information sharing especially beyond working hours. It must however be managed effectively to ensure it serves its purpose.

- ## Key recommendations

MECCNAR should develop a guide which will inform staff, line departments and agency of what type of information should be provided at quarterly meetings including key updates, lessons learned, challenges, partnerships, and innovation. This will be resource for Communications Officers who can development outputs from meeting minutes.

Formally launch and popularise the MECCNAR website among Ministry staff, departments, and agency. This gives each department under the ministry an opportunity to familiarize themselves with the platform, own its content and can regularly provide updates. Preliminary consultations reveal that majority of department staff did not know about the website and/or interacted with its content.

Establish a Communications Unit within MECCNAR to support regular, coordinated, and effective content creation, storage, and dissemination. This Unit should work closely with Communication units and/or officers in line departments and agency to strengthen the communication and reporting flow and promote timely dissemination of information to stakeholders and communities. The existing Communication Committee can serve as a forum that keeps MECCNAR and its line departments and agency well informed.

All staff of MECCNAR, its line departments and agency must be equipped to understand the mandate, values, mission, strategic objectives and policies.

- **External Communication**

External communication takes place when information is shared with audiences who are not staff of MECCNAR, its line departments or agency. This information can either be for the public or for key stakeholders and partners. Its aim is to inform, popularize, advocate, and raise awareness on environmental and natural resources, as well as climate change.

The success of external communications requires coordination, planning, leadership and investment. Given its broad range of external audience, this communication strategy adopts a structured but dynamic approach which will allow it change as the needs the change.

- **Style and Targeting Principles**

Bottom-up - The success of MECCNAR is based on the motivation enthusiasm and hard work of its departments field staff and extension and how it collaborates to engage communities. Coordination with and full inclusion of its departments' field staff and other stakeholders within the community is paramount.

Clarity – Clear, simple and precise language keep audiences informed, interested and engaged. Jargon must be avoided and where possible acronyms can be used but they must always be explained.

Consistency - Key messages are delivered in a coordinated, clear manner without contradictions or omissions.

Transparency - All information on projects, activities and events is made available on the website, on local news media and social media. Contact detail of the Communications Officer should always be provided for further details or clarification.

- **Branding**

A brand identity is how an institution of organization is perceived. The components of the brand, which include logo, colors, personality, and visual identity in general reflect the values of the institution and convey the essence of what it represents.

A strong brand delivers a clear and credible message through your audiences connect with you. MECCNAR branding must be based on a full-spectrum strategy that incudes both internal and external communications. All forms of communication – verbal, visual, written must be brand consistent and compliant. The MECCNAR internal Communication Policy will serve as a guide for all staff ensuring that communications channels (e-mails, intranet, newsletters, roller banners, billboards) use the same rules, colour, typography, etc

- **Strategic Consideration**

A structured, more systematic approach to communications is built on strong team effort, coordination and collaboration. This will key to promoting effective, consistent and clear messaging on climate change and environmental management in line with the National Climate Change Vision and Policy.

- **Positioning**

MECCNAR will succeed when it positions itself as the leading voice, advocate, able to mobilise communities towards positive climate action and net zero emission by 2050. Positioning MECCNAR will also require partnership and collaboration with environment and natural resource management sector to promote inclusion.

- **Key Channels and Methods**

The channel or medium used to communicate a message affects how the audience receive the message and the impact it will have. Communication channels refer to the methods that can be used to communicate as well as the specific tools that will be used in the communication process.

i. Traditional Media

1. Radio
Regional consultations reveal that radio remains one of the most popular channels through which communities receive information especially among older persons. Community radios are usually interactive and vibrant and present an opportunity to allow communities drive the conversation.

2. Print Media
Although conventional, newspapers are still relevant in communicating news and events formally to national stakeholders and development partners.

ii. Social Mobilization

Social mobilization is important in advocating for and influencing positive environmental change to minimize the increasing impact of climate change. It takes several forms and present opportunities for local partnership at community level. MECCNAR

iii. Brochures and Factsheets

Factsheets and brochures will be developed and ready to use for visitors, conferences, high level meetings, exhibitions and similar gatherings. They serve as an effective way to share quick facts, project summaries, history and overview of activities, achievements and partnerships. These will aid MECCNAR in communicating with both national and international stakeholders.

iv. Newsletters

A periodic newsletter, either quarterly or biannually, will be developed and disseminated to inform the target audience about highlights, news and events related to the work of MECCNAR and its stakeholders. It can be shared electronically through email, published on the website and through hard copy distribution.

i. Signposts, Posters and Stickers

The purpose of these branded items is to increase the visibility of MECCNAR and its donors where necessary. They are project/intervention driven.

ii.   Regular and roller banners

MECCNAR will produce regular vinyl banners and roll-up banners with thematic messages for visibility. Roller banners with specific goals, strategic objectives, and other key messages can be produced and placed on hallways and used at meetings.

iii.   Slideshow Presentations -

MECCNAR will hire the services of a graphics designer to create standardized and branded PowerPoint template which will be used by all staff when making presentations internally and externally.

iv.   Multimedia

Technology provides innovative ways to target and reach a cross section of audiences. These include

1.   Video documentary
2.   Animated film/short video
3.   Television broadcast

Short videos on harmful versus best practices, right versus wrong and before and after scenarios can be utilized in addition to focused group discussions. WhatsApp audio recordings can be produced and shared with farmers and members of the communities as well.

v.   Field Tours – exchange visits, school visit, media tours

Field visits reflect the true stories of the communities and serve as a source of human-interest stories, voices from the field and lessons learned to guide better targeting and approaches. Field consultations reveal that NEA runs an effective school outreach programme targeting assembly days to engage students on best environmental practices, based and promote sustainable behavioral change. MECCNAR can leverage and partner with NEA to extend this sensitization approach to communities and work with local media to reach a wider audience.

vi.   Social Media

Facebook, Twitter, YouTube and LinkedIn are platforms where MECCNAR can interact and engage target audiences, especially young Gambians to influence and shape thoughts and attitudes. Social media messages often need to be short and targeted. This means that in some cases normal grammar and punctuation rules may be ignored, but not at the expense of clarity. Use all relevant hashtags (#) and tag (@-mention) partners to draw a wider audience.

CHAPTER 5:

The MECCNAR Communication Action Plan

This is a live document that can be updated on an ongoing basis. Please note that some activities are included several times under different outcomes. MECCNAR staff, departments and agency are expected to be sending updated activities to MECCNAR Communication Officer on a quarterly basis at least.

Objective 1: To raise the profile of MECCNAR and understanding of the interlinked nature of environment management, while making it visible and identifiable through dissemination of clear and effective communication and promotional materials on climate change and environment management at national, regional and community levels.

Outcomes

- MECCNAR is visible and easily identifiable internally and externally by the public
- Increased understanding of MECCNAR and consensus by national level policy and decision makers of the importance of, and interlinkages in, addressing environmental degradation and the impact of climate change.
- Public attitudes, behaviours and cultural norms related to the interlinked themes (particularly in the communities and at national level) are impacted positively.

Activities	Target audience	Channel	Product	When/Key moments	Lead person
Create a brand/visual identity for MECCNAR/Climate Change	General public Media Government Civil Society Organisations Development Partners	Major events such as roundtable, project launching, commemoration of international days on climate change or other key moments /opportunities. Display at offices	Frequently Asked Questions (FAQ) Brochures Factsheet on (Climate change in The Gambia, Factsheet on MECCNAR and its mandate T-shirts Pens Notepads USB keys/key chain	2023 (1st Half) Related International 'Days' Such as, International Day of clean-air and blue sky (Sept 8),	Communication Officer with support from Project Officers

Activity	Target Audience	Channels / Engagements	Key messages / facts	Communication products	Timeline	Responsible
Create information package for donors, partners, guests, students.	Donors Partners Guests Students	Face to face meetings Events Engagements such as, donor conferences, etc	Quick facts on the mandate, mission, vision and work of MECCNAR	Branded mugs Diaries Project Q&A Calendars Roller banners on thematic areas Stickers on vehicles Posters	International Day for Disaster Risk Reduction (Oct 13) 2023 (1st Half)	Communication Officer Project Officers
Develop communication products to disseminate on thematic learning and best practices, with key messages and positive climate actions.	General public Media Government Other Civil Society Organisations School/ Community outreach	Public exhibition Community drama Newspaper stories Events for Int'l Days or other key moments /opportunities		Banners Factsheets, fliers/leaflets Press releases/articles Outline script/key points for drama Theatre show Global video documentary Radio and TV spots Billboard	2023 (1st Half)	Communication Officer Project Officers Traditional communicators

Outcome 2

- (Lead advocate): MECCNAR is the country's lead advocate for environmental sustainability by documenting, disseminating achievements, lessons learned and challenges.
- Connect and promote dialogue within the sector including networks, other NGOs, academics and donors/funding agencies on the different themes to ensure communication of key learning, evidence and stories on related platforms.

Activities	Target audience	Channel	Product	When/Key moments	Who
Popularise MECCNAR website for audience to view resources including quick facts and learning and achievements	National, regional and international partners, donors, policy markers	Share website on flyer at meetings and social media posts Email links to new posts on the website	MECCNAR Website	As soon as possible	Communication Officer
Develop and disseminate engaging products that show the interlinkages of different thematic areas and why they must be addressed together (Ensuring the voices of communities are heard in particular)	National, regional and international policy markers	Face to face meetings Workshops Communication Events for key moments/ opportunities MECCNAR website	Video documentary Photo stories Animated videos Policy brief summaries and other research reports	XXXX	Communication Officer to coordinate Projects Officers and Focal Points to gather photos, relevant articles, success stories MECCNAR departments, agency, projects to ensure any stories, photos and videos are sent to the Comms Officer

Activities	Target audience	Channel	Product	When/Key moments	Who
Organise media training to enhance reporting on thematic areas including natural resource management, climate change and environmental degradation.	Editors, network of environmental journalists, news anchors (TV, radio, newspaper, online media) – local and national (also regional and international where appropriate)	Workshops/training Media field tours/visits	Face to face training package Summary information for journalists/ press release	2023 (1st Half) Related International 'Days'	Communication Officer Project Officers

Objective 2: To coordinate and contribute to shared knowledge, capacity and learning on the thematic areas being addressed by MECCNAR and disseminating - internally and externally - documentation, learning, evidences and best practices.

Outcomes

- (Lead advocate): MECCNAR is the country's lead advocate for environmental sustainability by documenting and disseminating achievements, lessons learned and challenges.
- Connect and promote dialogue within the sector including networks, other NGOs, academics and donors/funding agencies on the different themes to ensure communication of key learning, evidence and stories on related platforms.

Activities	Target audience	Channel	Product	When/Key moments	Who
Create content to inform and advocate for climate change, environment and natural resource management.	General public Strategic Partners Donors	Email Face to face meetings MECCNAR	Quarterly/ bi-annual newsletter Case studies	Regular meetings Timeline as agreed in MoU	Communication Officer to coordinate newsletter and case studies production Projects Officers to prepare provide articles/input for reports

Activity	Audience	Channel	Products	Timeframe	Responsible
Build an online presence to provide real-time information on events, respond to questions and/or queries, and engage youth on climate and sustainable environment management.	Media, Academics, MECCNAR staff, Departments, agency, Community Groups, Communities	website, Facebook, Twitter, MECCNAR website, WhatsApp	Summaries of other communications products as applicable, Reports, Short videos, infographics, Podcasts	As soon as possible	Communication Officer, and other products MECCNAR DPS to ensure the effectiveness of the overall tasks of communications products in timely mode
Knowledge Management: Track and document MECCNAR's work, progress, linkages, lessons learned, successful partnerships and projects, as well as challenges	MECCNAR staff, MECCNAR partners, Field workers and extension services, Communities	E-mail, Website, Facebook, Twitter, Face to face meetings	Annual reports, Newsletter, Case studies, Policy brief summaries (and other research reports)	International reporting platforms, Use existing meetings with target audience to share	Communication Officer

Activities	Target audience	Channel	Product	When/Key moments	Who
Share learning and generate discussions on different thematic areas	NGO staff Academic institutions MECCNAR staff and stakeholders Field Officers	Online meeting platform Face to Face meetings MECCNAR website Social media National events	Webinar recording and summary Policy brief summaries Other research reports	twice a year (from 2023)	Communication Officer to coordinate (and others – as above)
Disseminate research and survey findings at national level	General public Media Community groups Local and national decision makers	Face to Face meetings Social media	Summary report for each report Full report for each project Global report Meeting/workshop at national level	As and when generated	MECCNAR DPS and Communication Officer

Objective 3 Shape behavioural change through community led advocacy and social mobilization for sustainability and attainment of the national climate vision by 2050.

Outcomes

- (Lead Voice): MECCNAR is Gambia's leading voice for environment and natural resource management including climate change.
- MECCNAR consistently captures a greater share of public attention as the institution shaping and convincing key audiences to engage in climate friendly and sustainable natural resource management improving the lives of women, men, girls and boys.

Activities	Target audience	Channel	Product	When/Key moments	Who
Showcase environmental hazards causing climate change versus best practices and rehabilitation methods.	General public Media Community groups/ Traditional communicators Extension workers Local and national decision makers	TV Radios Online media MECCNAR Website Workshops Events	Short video documentaries Animated videos Fliers Picture boards	2023	Communication Officer Extension workers Field staff
Give environmental issues and climate change a human face.	General public Media Donors Stakeholders	MECCNAR Website Workshops Events	Photo gallery/hub Photo stories	2023	Communication Officer Department Communication units, agency

	and partners		Human interest stories		Project Officers
Organize field tours/visits to departments and agency project sites with the media	Media practitioners MECCNAR Staff Partners	Field visits	Reports Presentations Newsletter	2023	Communication Officer Department Communication units, agency Project Officers
Media engagement (talk shows/panel discussions) through	General Public	TV Radio Online media MECCNAR Website Newspapers	Audio recordings in local languages Talk show recordings	As soon as possible	Communication Officer
Organise periodic press briefings to share key information on events/activities/projects	Media General public	TV Radio Online media Newspapers MECCNAR Website	Report Presentations Newsletter	2023	Communication Officer

Objective 4: To effectively engage and promote climate friendly approaches among communities.

Outcome 4: (Lead Community Engagement): MECCNAR is placed as the national institution for social mobilization and able to engage communities across the country for positive social behavioural change.
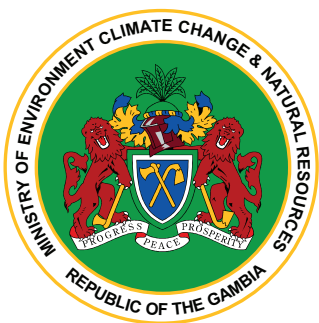
Activities	Target audience	Channel	Product	When/Key moments	Who
Social Mobilization					
Identify, train and popularize "Green" Ambassador (s)	Youth leaders Community leaders Climate activists	Training Workshops	National events, Annual Awards		Communications Officer in consultation with partners
Organise nationwide caravan (in partnership with popular musical artists)	Youth Community groups Communities Media	Face to face meetings	Jingle Generic MECCNAR flyer Specific flyers for events with messages Banners		Communication Officer Department Communication units, agency Project Officers
Use market Lumos to disseminate information on climate change	Community members (women and men)	Face to face meetings	evidence-based messaging using a 'Before and After' approach Drama with traditional communicators		Communication Officer Department Communication units, agency Project Officers

Organise film shows to promote climate friendly approaches in communities	Communities	Bantabas Film shows	Short videos in local languages Banners Flyers	Communication Officer Department Communication units, agency Project Officers
Build the capacity of traditional communicators to engage communities in their respective local contexts.	Traditional Communicators	Training Workshops	Training reports	Communication Officer Department Communication units, agency Project Officers
Organise pre-farming season exchange visits to share best practices and lessons learned across communities.	Ministry of Agriculture and other partners Farming communities	Face to face meetings	Face to face Reports Presentations	Communication Officer Department Communication units, agency Project Officers

NOTES

Ministry of Environment, Climate Change and Natural Resources (MECCNAR)

COMMUNICATIONS STRATEGY