

Communications and Outreach

Whether building a new road or training future environmental workers, good communications are critical to the success of every international development project. **International Resources Group** provides the strategy, counsel and guidance necessary for the effective dissemination of public and internal information. Improving access to information, and the quality of that information, promotes improved governance through a more informed civil society and improved investor confidence. By promoting regional initiatives and sharing lessons learned, we also help build expertise and improve cooperation among beneficiaries.

Representative Projects

Managing the Environment with the Help of Public Opinion

Bangladesh's Forest Department faced a major challenge in communicating a new and positive image. Long known as the institution responsible for the wholesale illegal logging of 50-year-old teak plantations, its reputation and authority suffered accordingly. Bangladesh's Government faces a herculean challenge in communicating a new image. Bangladesh's Forest Department carries an additional negative image as the institution responsible for the wholesale illegal logging of 50-75 year-old teak plantations. Changing the image of a single Government technical department requires a multi-pronged strategy that includes an aggressive communications effort.

In 2003, IRG began implementing a project designed to engage local stakeholders in the joint management of National Parks and other Protected Areas. The new Program became known as "Nishorgo," a Bangla word meaning "Idyllic Nature" and along with a new logo, was communicated via multiple channels, including in the "Nishorgo Vision 2010," which laid out a new way of doing business for the Forest Department, with an emphasis on transparency, joint management with communities, and local economic development.

Today, this image has taken root within the Forest Department, and is being expanded to the country's 19 park systems. A new Code of Conduct emphasizing the same themes of openness and transparency has been developed. With new communications tools from movies and pamphlets, to key person field visits, the Forest Department – with the support of IRG- is succeeding in creating an image and improved performance.

Bangladesh: Co-management of Tropical Forest Resources

Building Support for Government Initiatives, Teaching Social Responsibility

During its prolonged civil war, Liberia's electricity infrastructure was



Capabilities

- ◆ Communications and Marketing Strategy, Planning and Implementation
- ◆ Branding and Project Identity Media Relations
- ◆ Promotional Materials - from Project Brochures to Success Stories
- ◆ Official Briefing Materials
- ◆ Website Development
- ◆ Event Planning and Implementation
- ◆ Media Training

largely destroyed both physically and institutionally. IRG's seasoned communications experts are supporting a USAID-funded reconstruction program aimed at delivering power in this post-conflict environment where corruption is rife, power theft common and few are accustomed to paying utility bills.

A major Presidential event in July, 2006 to celebrate an election promise kept, i.e., the restoration of electricity to parts of Monrovia, launched the project's communications campaign. Then IRG, working with Liberian Electricity Corporation and Ministry of Energy counterparts to help build their capacity, developed a first-year communications strategy to explain the government's electrification plan and teach consumers why and how to pay for electricity. Using popular local communications tools – from cartoons, posters and wall murals to radio announcements and public events – IRG is helping the Liberian Electric Company to implement a strategy that details the government's electricity plans and defines utility/customer responsibilities, further supporting the President's promise of improved delivery of basic services. Next steps: A behavior change campaign focusing on

conservation and anti-theft messages that target new but poor residential customers.

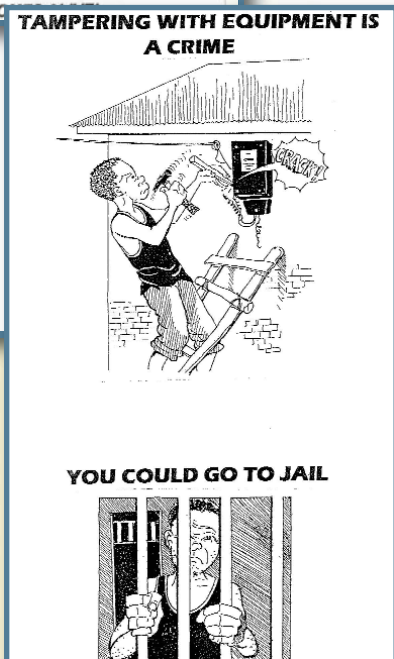
Liberia: Emergency Power Program

Creating Awareness to SAVE Water

Cyprus is struggling with growing demands on a dwindling water supply. In north Cyprus these issues are complicated by insufficient resources to cope with a recent surge in development and a dearth of public understanding of how household water use affects the water supply. To help address the situation, IRG launched the "Damalya Damlaya Yok Olur – Drop by Drop It Disappears" public awareness campaign across the Turkish Cypriot community.

The campaign uses a wide range of media and delivery mechanisms to focus public attention on water supply issues and provide simple tips for saving water. Damlaya Damlaya Yok Olur was developed by the local communications team of IRG's Supporting Activities that Value the Environment (SAVE) Project and grew out of a public survey of 900 households with follow-up focus groups. From this, the team identified the leading misconceptions about water supply, how most water is wasted around the home and focused the campaign on the information people most wanted to hear. The campaign has placed particular emphasis on reaching children and families to try and instill water saving habits for a lifetime.

The campaign, launched on World Water Day 2007, featured a poster competition for students and a film competition to create a public service announcement. Informative inserts on "water-saving tips" were distributed in local newspapers and household water bills will contain an on conservation tips. The SAVE campaign generated significant private sector support which has enabled even greater reach. The leading bottled water company has printed its products with the campaign logo. Local businesses and schools are distributing campaign materials and a text message was sent out from the leading mobile



phone operator on the campaign launch day.

Cyprus: Supporting Activities that Value the Environment (SAVE)