



International Resources Group

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 current and future beneficiaries.

Representative Projects

Building Awareness to Create Community Support

Communications is an important component of community development. IRG is assisting USAID/Indonesia's Banda Aceh-Meulaboh road reconstruction project to build awareness and trust through public outreach tools, strengthening relationships to ensure the project's efforts will be understood by the community. IRG provides timely status reports for internal USAID audiences and as the project moves forward, regular public information that will help inform affected communities of the road's progress. As construction progresses, IRG will work with USAID to undertake multiple public events and proactive media outreach. **Indonesia: Aceh Road Reconstruction Outreach**

Enhancing Environmental Communication and Education Activities

IRG is building environmental education and awareness to help in its efforts to improve the management of critical watersheds in Honduras, and improve economic growth based on the sustainable use and management of natural resources. For example, IRG has organized radio and television announcers and journalists on the North Coast and is working with them to better inform and educate the population about hurricane response, safety, and preparedness.

Honduras: Integrated Watershed Resources Management

Using Media to Support Policy Initiatives

Working with the national media, IRG takes key messages from the policy instruments of the Dominican Republic IPEP Project, an environmental protection program, and broadcasts them nationwide. The "¡Cuida tu conuco!" (or "Take care of your homestead!") Mass Media Campaign serves as a social awareness mechanism. By providing information in digestible ways, it will help shift societal attitudes and behavior towards environment and natural resources. Recent advances have included development of environmental norms



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

over the forestry sector and groundwater usage as well as a series of municipal level environmental ordinances.

Dominican Republic: IPEP Project

Managing the Environment with the Help of Public Opinion

Through public events, targeted marketing materials, media relations, and a Website, IRG is informing public opinion about the importance of biodiversity conservation, ecotourism and outdoor recreation, vital environmental services and the rationale for a co-management approach to the tropical forest reserves. The Nishorgo Project tasks IRG with developing a working model of co-management for protected areas that, while feasible and replicable for government and community interests, meets economic development and conservation needs. ***Bangladesh: Co-Management of Tropical Forest Resources***

Analyzing the Market to Design Incentive Programs

IRG, along with the Kenya Power and Lighting Company (KPLC) and local partners, developed and conducted public outreach and awareness programs and energy efficiency workshops to support its design efforts pertaining to electrical power and energy. IRG and KPLC also conducted a demand side management market assessment and designed, implemented and evaluated the DSM program. ***Kenya: Consultancy Services for Power Demand and Energy Management***