

The Darwin Initiative



Communicating about projects



Department
for Environment
Food & Rural Affairs



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The importance of communication



Communication in the project cycle

- which stages is communication relevant to?

All stages of the project...!



Design/application stage	✓
Starting up your project	✓
During implementation	✓
As your project nears its end	✓
Project reporting	✓

What can communication help you with?



Design/ application stage	To EXPLAIN your proposed project and articulate your intended approach and its value
During implementation - From start to end	To ENGAGE stakeholders in your project, create a positive attitude towards it, and demand for its results
	To manage people's EXPECTATIONS about what you can and will achieve
	To INFLUENCE people, and change their behaviour to support or take up your results
Project reporting	To DEMONSTRATE how well you are delivering your project and what you are learning

Consider perceptions



- How might other people perceive what you say about your project?
- The world is not full of conservationists
- Don't assume people make the same mental links to global good
- A catchy title to get your project noticed? By who?
- Short & snappy, but err to caution



The challenging of communicating complexity



- Darwin projects are inherently complex
- At Stage 2 you have up to 300 words to outline the problem your project will attempt to address
- Need to identify the core, central problem, this informs the logframe



An exercise



Objective: concise communication of complexity

1. You have 2 minutes to explain your project in a couple of sentences to the person next to you
2. Based on what your partner tells you write a 30 word outcome statement for their project.