

The Darwin Initiative



Communicating your ideas



The importance of communication



Effective communication is important for all parts of the project cycle

At application stage to frame your proposed project and articulate your intended approach

During the project if successfully funded:

- To ENGAGE stakeholders in your project and its results
- To INFLUENCE people, and change their behaviour to support or take up your results
- To manage people's EXPECTATIONS about what you can and will achieve

Framing your project



- It is important consider how your project may be perceived by others
- A catchy title may help to get your project noticed
- ... by the expert committee or by those less supportive of Darwin's aims
- Err on the side of caution



Defining your problem statement



- 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



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Objective: translating complexity into simplicity

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 sentence (tweet) that summarises the project in 140 characters.

