

# The Illegal Wildlife Trade Challenge Fund

## 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 <b>EXPLAIN</b> your proposed project and articulate your intended approach and its value
During implementation - From start to end	To <b>ENGAGE</b> stakeholders in your project, create a positive attitude towards it, and demand for its results
	To manage people's <b>EXPECTATIONS</b> about what you can and will achieve
	To <b>INFLUENCE</b> people, and change their behaviour to support or take up your results
Project reporting	To <b>DEMONSTRATE</b> 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.
- A catchy title to get your project noticed? By who?
- Short & snappy, but err to caution



# The challenging of communicating complexity

- IWT 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.