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Inception Workshop and 1st Regional Steering Committee Meeting for the GEF/SPC/UNDP Project Entitled: *“Ridge to Reef – Testing the Integration of Water, Land, Forest & Coastal Management to Preserve Ecosystem Services, Store Carbon, Improve Climate Resilience and Sustain Livelihoods in Pacific Island Countries”*

Nadi, Fiji Islands, 10th– 14th October, 2016

NETWORKING AND PARTNERSHIPS FOR EFFECTIVE USE OF MEDIA

This document presents the programme’s networking and partnership approach based on needs outlined in the Pacific Ridge to Reef regional programme and project documents for implementation for the consideration of the Regional Steering Committee.

The Regional Steering Committee is invited to review and endorse this approach, and consider the needs of this aspect of the programme.

1. Introduction

Global experience in integrated natural resource and environmental management have demonstrated that efforts to integrate water, land and coastal management have often been of less priority when introduced at the national and sub-national levels of government. As a result, national leaders of these processes need to be able to effectively communicate the benefits of integrate approaches across a broad range of government agencies and local institutions in order to impact: policy and development planning; investment in efforts to reduce stress on natural resources and improve environmental state; and in strengthening community engagement in management.

The terminal evaluation of the GEF Pacific IWRM project highlighted that communications and the effective use of media was a critical element in the efforts to raise awareness, to stimulate support for necessary policy and legal reforms, and for global outreach with donors and sister initiatives in the Caribbean and the Indian and Atlantic Oceans PICS. In the same review it was also identified that communications and media initiatives of the Pacific IWRM initiative was essential in ensuring that best practices generated through national IWRM demonstration projects and national policy development processes were captured, shared and effectively communicated to guide the longer-term sustainability and scaling up of investments.

The R2R networking and partnerships component builds on these achievements through development of national and regional platforms for managing information and sharing best practices and lessons learned from efforts of this project to support the mainstreaming of the integration of water, land, forest and coastal management.

2. Networks in R2R

Networks are increasingly seen as playing an important role in the way activities are coordinated, information and knowledge is shared, solutions are borne, decisions are made and goals are met. Networks play a role in influencing the spread of ideas and practices. Internet networking particularly is becoming popular, enabling masses to share ideas at across greater distances, faster and often conveniently at lower costs.

The Ridge to Reef regional programme aims to influence environmental benefits at the local, national and global levels. The programme outcomes guide the identification of stakeholders, groups or individuals with whom it is necessary to work, or to establish and maintain relationships. It also provides a guide to what information and knowledge is needed to address these outcomes.

The challenge in implementation is how to best connect the information and knowledge with the right people to influence the decision making process supporting programme and project outcomes. Networking can facilitate this process by providing informal and formal ways to know what is going on, who is doing what and when, and guidance on how to keep issues on the agenda of key groups and to support these groups' efforts.

2.1. Networking opportunities

Networks can take many forms depending on their purpose. Three commonly used methods of networking are described below and other types of networks are listed in the checklists.

Internet networking events or groups

Internet networking makes use of discussions, sharing of expertise and task oriented virtual dialogue using the World Wide Web. The interactions can include meetings, debates, chat, video conferencing and instant messaging allowing members to interact over vast geographical areas at low cost. While members of the network might mainly communicate online and virtually these groups can also promote, prepare for or advertise physical meetings and events.

General networking events or groups

These are physical face-to-face events that are usually open to all government and civil society professionals, unless invitations are restricted. Networks take advantage of general events to interact such as the opening of an exhibition or the launch of a campaign, or a commemoration day. Business cards are

exchanged and professionals introduce their businesses to one another hoping to find a match for their interests.

Special networking events

Events are physical meetings where professional participants focus on their specific interests. Experiences, resources, ideas, and contacts are shared contributing to improving activities and skills of all concerned and at times stimulating collaboration. These events help in making decisions on actions to undertake to improve a situation such as changes in policy or developing capacity building activities together. The events include workshops, conferences of educators or activities of networks.

Managing your networks

Tracking is an important activity to network. Tracking helps to know:

- What initiatives are occurring at the local level?
- What initiatives are undertaken by government at various levels?
- What activities to raise awareness or mobilise local communities are undertaken by national and international NGOs, universities etc?
- Who are key contacts and how to reach them?

Activities can be tracked in different ways from:

- Online search
- Subscriptions and media monitoring
- Collecting project documents and reports, brochures and educational material
- Visiting institutions, NGOs and local initiatives to get to know their work
- Attending conferences and related events
- Informal meetings with colleagues and peers
- Checking calendars of events.

Storage

The information collected by tracking needs to be efficiently stored so that it is easily accessible, and ready to use or disseminate to others. One of the important parts of tracking for networking, and to support good relationship management, is storing and updating names and addresses of key people.

How to inform in support of networking?

Especially important is raising awareness amongst stakeholders that R2R efforts underpin national sustainable development.

There are different methods to inform different audiences depending on the resources available. The most frequently used methods include: emails, letters, phone calls; short reports or articles; newsletters; information meetings and presentations.

Selecting the way to inform

In order to effectively inform, it is crucial to understand how people retain information. Research indicates that audiences do not easily remember all the information that is provided to them and that more interactive methods of delivery lead to higher retention.

Lecture = 5%

Reading = 10%

Audiovisual =20%

Demonstration = 30%

Discussion Group = 50%

Practice by doing = 75%

Teach others/immediate use of learning = 90%

3. Modalities of Networking for R2R

One of the advantages of tracking what is happening, building relations with the various actors interested in your cause, and engaging stakeholders in a proactive way, is that it supports the coordination of activities, reduces duplication of efforts, and strengthens shared learning and capacity development. There are various networking modalities, and the R2R programme employs a range of them as outline in the table below.

Mode of Engagement	Example	R2R
Track	News/Activity tracking	OCOP/FB/Twitter Country reports and information Attending events
Inform	e-Newsletter	Pacific R2R quarterly/biennial Newsletter
Consult	Stakeholder meetings/ Focal groups/Surveys	Communications and Awareness Survey
Support	Access to information Access to Networks	Website <i>Pacific R2R Network</i> , OCOP Kavabowl/FB/Twitter
Network	Join existing network	Pacific R2R Network

To ensure a seamless integration of the various modes of engagement, the programme website *Pacific R2R Network* will act as a centralized repository for all programme information and knowledge products, a mechanism for networking, information and knowledge sharing. Table 1 below summarizes the objectives, features, required inputs, and technical and human resource needs for the GEF Pacific Ridge to Reef Programme website and associated databases.

Website Objectives	Features to Maintain and Develop	Required Inputs (Content)	Hardware/Operational Needs (Regional)	Human Resource Needs (Regional)
<ol style="list-style-type: none"> 1. Ensure that all regional and national level outputs of the GEF R2R programme are accessible online, and can be easily searched and downloaded; 2. Maintain and continuously update the database of contact details for all individuals and organizations involved in GEF R2R programme implementation; 3. Maintain and expand the online network of institutional websites relevant to GEF R2R implementation; 4. Establish and regularly update information pages about that status of R2R programme implementation and results; 5. Provide timely information to project partners about project progress, status and events; 6. Create and regularly update knowledge repositories of outputs 	<p>Information/Data Management</p> <ul style="list-style-type: none"> • Regional web-based GIS for compilation and update of site-based/coastal area data (including inter-linked meta database) • Web-based analytical tool for assembly and analysis of data on programme status/results (including dash-boarding tool and geospatial presentation of programme results) <p>Knowledge Capture and Sharing</p> <ul style="list-style-type: none"> • 14 national project information pages • Online catalogue of best practice management approaches and technologies • Online register of coastal practitioners • Searchable repository of policy docs • Online database of past and present projects and programmes • E-forum for informal information and knowledge exchange • Knowledge repositories (publications, 	<p>Regional Co-ordination</p> <ul style="list-style-type: none"> • Optimization/uploading of documentation and other project outputs • Regional news and screening of national news contributions • Periodic update (monthly) of partner contacts database and e-mailing lists • Update of project events calendar • Publish and email, e-newsletter (quarterly) • Periodic (weekly) update of regional information repositories (documents, multi-media, training, awareness) • Stimulation of e-for a discussions <p>National Execution</p> <ul style="list-style-type: none"> • Establish and maintain links from websites of national orgs to R2R website • Contributions of project news, information, required inputs to databases 	<p>Web-Hosting</p> <ul style="list-style-type: none"> • Commercial high capacity web-hosting in secure data centre with technical support. PHP5, CGI, SSI capabilities Approximately 100 GB disk space. Min 100GB data transfer per month. Min. 300GB disk space on separate disk for back ups <p>Maintenance of the website – Content Management System</p> <ul style="list-style-type: none"> • Upgrades of selected content management system and supporting software modules as required (-40 upgrades/yr) <p>Data management and security</p> <ul style="list-style-type: none"> • Full daily back-up on server (automated). • Back-up downloaded weekly and stored on hard disk and DVD (DVD checked with MD5 has to ensure no data loss). • Back-up deployed and maintained on test server (monthly) to ensure no data corruption. 	<p>Web/Online Application Developer</p> <ul style="list-style-type: none"> • Develops overarching website and linked databases • Develops and manages online analytical tools and training portal etc • Develops and supports cloud-based applications <p>GIS Specialist</p> <ul style="list-style-type: none"> • Develops web-based GIS application for site based data compilation • Assembles topographic profiles and layers for presentation in consultative planning exercises <p>Graphic Design and Online Support</p> <ul style="list-style-type: none"> • Support information management, online maintenance and reporting • Provides high quality graphic design support

<p>from R2R activities, including best practice;</p> <p>7. Extend and ensure syndication of regional, national, and site level news to project partners;</p> <p>8. Increase the online sharing of information between/among project network members;</p> <p>9. Enhance the online visibility of R2R project activities and outputs; and to</p> <p>10. Facilitate efficient online compilation and sharing of information/data.</p>	<p>documentaries and instructional films etc)</p> <p>Training and Capacity Building</p> <ul style="list-style-type: none"> • Training portal for Result Management of the R2R programme (including online certification) • Training portal for R2R post-graduate training programme (50+ participants) <p>Outreach</p> <ul style="list-style-type: none"> • Overarching website for the R2R programme (include best practice SEO) • Web-based competitions for awareness • Social media integration for syndication of programme news/info • R2r Google Earth layer (or equivalent) <p>Project Management</p> <ul style="list-style-type: none"> • Cloud-based project reporting (quarterly) • Online campaigns, including tools and mechanisms for resource mobilization • Analytics 	<p>Individual National Programme Managers and Coordinators</p> <ul style="list-style-type: none"> • Collation and upload of new information and data (meta-data, policy documents, project information) directly to website • Upload of national outputs (publications, multi-media etc) to site • Participation in e-fora 	<p>Support/Capacity Building</p> <ul style="list-style-type: none"> • Update user manuals and conduct training as required. • Assist web users online. 	
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Table 1: Summary of objectives, features, required inputs, and technical and human resource needs for the GEF Pacific Ridge to Reef Programme website and associated databases.

Partnership

As part of the Communications and Knowledge Management Strategies, building national-level capacity of natural resource managers and media professionals may consider partnerships, where feasible, to support acceleration and effective delivery of:

- Training of young media professionals in integrated water and coastal management;
- Mentoring of natural resource managers on communications and media issues;
- Targeted television broadcasting of water resource and coastal management media products;
- Preparation of short film, documentary and other awareness materials for outreach purposes;
- Design of awareness materials (translated in to local language), and use of web-based technologies for communications;
- Liaison with national and regional media outlets for broad syndication of media products;
- Development of multi-media products in support of regional and national coordination initiatives;
- Capture and regional sharing of national experiences in project execution;
- Planning of communications strategies in support of region-wide scaling-up of integrated approaches.

Considering public-private-partnerships, some criteria should be considered:

Effectiveness

More opportunities to engage key positions at:

- Administrative level;
- Management level;
- Professional level.

Better access to:

- Government;
- Target groups.

Efficiency

- Faster and a more flexible response.
- Maximal cost effectiveness.

Equity

- Guarantee for a balance in participation.
- Guarantee for a balance in benefits.

Enhancement

Based on existing activities and expertise, a partnership may enhance service delivery.