Media and Communications

PROJECT SUMMARY

Transforming Catchments
Building Resilience

Overview of AWARD Resources
Historical Trends & Climate Projections

Building a custodianship network for collaborative river health monitoring (LORHEF)

Natural Resource Management Programmes in the Olifants Catchment

USAID: RESILIENCE IN THE LIMPOPO BASIN PROGRAM (RESILIM) - OLIFANTS
Project partners

Creating Sustainable Value
CSV is committed to working with partners to develop strategy and practices that create economic value while simultaneously enhancing social and environmental benefits.

Creating Sustainable Value
As the director and founder of CSV, Mike Ward draws on over 20 years of experience in the environmental sector. Based in South Africa Mike has developed and implemented sustainability related capacity building programmes in sub-Saharan Africa, Sweden, India and China.

Communicating Sustainable Value
Central to the work on creating sustainable value is the need to conceptualise, produce and disseminate a range of communication and capacity development materials. Kim Ward has worked in this field since 1994 in the NGO sector and for the past 10 years as an independent editor and materials developer.

CSV works collaboratively to provide high levels of expertise in the delivery of its services.
In addition to AWARD staff, partners in this project include:

Dudu Coelho
*Design & Communication for Change*
Dudu Coelho is a freelance communicator with many years of editorial and design experience and working to contribute to a just, equitable and sustainable future. He is responsible for the covers and design work of all the AWARD resources developed during this grant period.
design@duducoelho.com

Mark McTaggert
rightHAND designs is a graphic and web design agency and is responsible for creation and updating of the AWARD website. Mark also develops and sends out the monthly email newsletter.
mark@righthand.co.za

Dianne Tipping-Woods
Di is an independent content producer with 15 years of experience in writing, editing, photography, film-making and social media. The content she produces is based on ethical, evidence-based story-telling, in an African context. In addition to the development of several in-depth articles and short media releases on AWARD projects, Di is responsible for some of the photographs used in resources and on the website.
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BEEE Status: Level 4 Contributor
(100% Procurement Recognition Level)
Introduction

This project (June 2018 to March 2020) within RESLM-O uses media and communications to support social learning for resilience building. By consolidating, re-packaging and sharing the diverse reports and other material produced within RESLM-O, the Media and Communications project supports the emerging discourse around issues of natural resource management in a complex, climate changing world and creates understanding of a sustainable catchment by filling a critical content and information gap.

Figure 1: AWARD staff work with the CSV team to develop resources
Project Purpose

The purpose of the Media and Communications project was the development of a user-friendly website to house resource materials developed by various AWARD projects over recent years and ensure these were accessible to all. It was necessary to support the development of many new and existing resources into working documents for use both within and beyond the AWARD project.

The project was organised and managed according to the framework in Figure 1 below. The website and all resource materials are also organised according to this (see guide to colours in Figure 7).

![Conceptual and organisational framework for AWARD website and resources](image)

**Figure 2:** Conceptual and organisational framework for AWARD website and resources

![CSV delivers the first set of printed resources to the AWARD offices in Hoedspruit](image)

**Figure 3:** CSV delivers the first set of printed resources to the AWARD offices in Hoedspruit
Activities

- Development of a user friendly website
- Development of resources and communication materials
- Regular monthly newsletter sent by email
- Media releases and articles
Results

A range of over 100 resources are listed in the Overview of AWARD Resources brochure which accompanies this project summary and is available on the website. Many of these have been printed and all are available for download from the website. Resources have been categorised according to the guide below. Monthly AWARD newsflashes will continue to be emailed regularly and media releases are ongoing.

![Cover of the AWARD Resources brochure](image)

**Figure 5:** Resources are organised according to focus area (colour) and type (cover style)
Recommendations

Recommendation 1

• While we recognise there were unavoidable delays in the setting up of this project, it would have been useful to have many of these M &C materials much earlier in the project, and we recommend that AWARD and USAID initiate M &C work earlier in the project cycle.

Recommendation 2

• The organising framework (see Figure 1) was very helpful throughout for conceptualising and organising both the website and resources.

Recommendation 3

• Integration of website development and materials development has been useful for ensuring coherence across the work.

Recommendation 4

• Uploading of resources onto the website makes them widely available without costly printing to the project. Users can access resources and if they wish to use them, they can cover these costs.

Recommendation 5

• It is worthwhile printing small amounts of resources for use during workshops and with project partners. Printed materials also help to profile the project.

Recommendation 6

• These resources don’t work by themselves. They need to be taken back into ongoing work in the field. AWARD and USAID are advised to develop further projects around the useful resources now available.

Recommendation 7

• Some strategic work needs to be done to connect the work and resources created in this project with the current landscape in southern Africa and beyond.
AWARD is a non-profit organisation specialising in participatory, research-based project implementation. Their work addresses issues of sustainability, inequity and poverty by building natural-resource management competence and supporting sustainable livelihoods. One of their current projects, supported by USAID, focuses on the Olifants River and the way in which people living in South Africa and Mozambique depend on the Olifants and its contributing waterways. It aims to improve water security and resource management in support of the healthy ecosystems to sustain livelihoods and resilient economic development in the catchment.

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About USAID: RESILIM-O

USAID: RESILIM-O focuses on the Olifants River Basin and the way in which people living in South Africa and Mozambique depend on the Olifants and its contributing waterways. It aims to improve water security and resource management in support of the healthy ecosystems that support livelihoods and resilient economic development in the catchment. The 5-year programme, involving the South African and Mozambican portions of the Olifants catchment, is being implemented by the Association for Water and Rural Development (AWARD) and is funded by USAID Southern Africa.

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