



# Supporting Inclusive Resource Development (SIRD)



Global Affairs  
Canada

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Canada



**SIRD in East Africa  
Communications  
Plan**

## ABOUT THIS COMMUNICATIONS PLAN

The Supporting Inclusive Resource Development In East Africa Project Communications Plan has been developed by **Mr. Zephaniah Ubwani**, a media Consultant and Journalist with the Citizen Newspaper, a daily publication in the United Republic of Tanzania.

The plan has been developed with the technical and financial support of Global Affairs Canada through the Canadian Bar Association (CBA) and the East Africa Law Society (EALS) under the Supporting Inclusive Resource Development in East Africa (SIRD) project.

The Content of this plan remains solely the responsibility of the East Africa Law Society and the Supporting Inclusive Resource Development in East Africa project.

A plan under the SIRD in East Africa project as developed by the East Africa Law Society.

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## ABBREVIATIONS AND ACRONYMS

<b>SIRD</b>	Supporting Inclusive Resource Development
<b>GAC</b>	Global Affairs Canada
<b>CBA</b>	Canadian Bar Association
<b>EALS</b>	East Africa Law Society
<b>EAC</b>	East African Community
<b>LSK</b>	Law Society of Kenya
<b>TLS</b>	Tanganyika Law Society
<b>ULS</b>	Uganda Law Society
<b>PAPs</b>	Project Affected Persons
<b>PLE</b>	Public Legal Education
<b>CSO</b>	Civil Society Organisation
<b>NGO</b>	Non-Governmental Organisation
<b>CTA</b>	Canadian Technical Assistance
<b>CSR</b>	Corporate Social Responsibility
<b>FBO</b>	Faith Based Organisation

## EXECUTIVE SUMMARY

This document details the communication strategy and plan for the SIRD in East Africa Project. It outlines the key messages to be communicated, communication channels to be applied, the visual identity of the project, target groups to be reached, tools to be used and individual communication plans for each project implementing partner. It details standard templates, formats, or documents to be used in project communication. It will serve as a guide for communications throughout the life of the SIRD in East Africa project and will be updated as communication needs change.

The plan will serve as a guide for all communications throughout the life of the project and will be updated depending on the changing communication and project needs.

It will be implemented as a combined communications-dissemination strategy and will address a diverse audience of stakeholders involved in extractive activities across the three East African Partner States of Kenya, Uganda and Tanzania. These stakeholders will include implementing law societies, policy makers and officials of national governments and the EAC, lawyers, civil society organisations, project affected persons (PIPs) and communities, women groups, Canadian technical assistance experts, press and media and the general public.

The primary goals of the SIRD project communication efforts are:

- To give the project regional visibility and relevance in order to create awareness of its activities across East Africa.
- To entrench inclusive resource development in East Africa's natural resource governance especially that of women in line with Canada's Feminist International Assistance Policy.
- To encourage dialogue and debate with relevant stakeholders regarding the project's aims, implementation plan, outcomes and general impact.
- To reinforce the position of the project in extractive activity governance across East Africa and beyond.
- To establish the projects visual identity and brand.
- To further communication with other similar or complementary projects and activities in the region.
- To promote a well-targeted capacity building for target groups including community members and lawyers who should become more experienced in inclusive natural resource governance.
- To further advocacy on national and regional legal reform.
- To strengthen durability and sustainability of national and regional development in the area of extractives.

Though the focus of the SIRD in East Africa project is the three East African countries of Kenya, Uganda and Tanzania, the benefits of the project will be felt across the region. That is the reason why the project is committed to communicating and promoting the concept and results of SIRD activities widely to make this knowledge available to all EAC citizens and therefore pave the way for better resource management.

This communication plan will be implemented by the use of various tools of communication, channels and activities. These are all further elaborated in this plan and include:

- A SIRD in East Africa Website
- A SIRD in East Africa Database of Resources
- Press releases and publication of policy papers to be accessed from the SIRD website.
- Social media updates
- Production of printed and online materials (publications)
- Production of branded project merchandise
- Organization and training of law society members
- Organization and training of community members (PLE)
- Organization and participation in extractive activity conferences
- Planning and execution of bi-annual forums
- Face to face meetings
- Use of skype, email and other online communication tools

# 1.0 INTRODUCTION

## 1.1 An Overview of the Global Affairs Funded SIRD in East Africa Project and Purpose of this Plan

Supporting Inclusive Resource Development in East Africa (SIRD) is a five year project to be implemented by the Canadian Bar Association (CBA) in the East Africa region, with a focus on Uganda, Kenya and Tanzania, working closely with the law societies in those countries to increase sustainable economic growth for East Africans, in particular, women. The project has two expected Intermediate Outcomes:

1. Increased engagement of East African law societies to advocate for law reform to reflect the principles of transparency, gender sensitivity and accountability in the extractive industries.
2. Increased community participation, particularly women, in consultations, dialogue, negotiations, advocacy and other initiatives to advance their rights related to the extractive industries.

It is worth noting that extractive industries have the potential to contribute substantially to economic development and social growth; however, equitable distribution of economic and social benefits requires responsible and sustainable development of these resources. In particular, extractive operations have legal, social, economic and environmental impacts on communities, which affect women and men differently. In many countries, women and girls are disproportionately exposed to greater risks associated with extractive operations, while they receive fewer of the benefits

As such, the SIRD project has adapted its scope to focus on the effects of the extractive industry on women in particular. As the sector remains a male-dominated industry as compared to the other industries in Africa, it is important to provide support to women, to include them in consultations, negotiations and decision making and to ensure that they share in the benefits of extractive contracts and to address women's priority needs and ensuring women's right to economic and social development.

Members of the legal profession are well placed to provide this support. Leveraging Canada's role as a leader in the extractive industries and recognizing that several of the governments in the region have received support on the governance and regulation of natural resources, the CBA will draw on the experience and expertise of its members to fill a gap by supporting professional skills training and capacity building for the legal profession, civil society and the domestic private sector in Kenya, Tanzanian and Uganda to assist in advancing women's rights.

For this project to be successful, communication and dissemination of implemented activities, experiences and results will be crucial and will influence the short-term and long-term impact of the project.

The purpose of this document therefore is to describe the communication strategy adopted by SIRD CBA and its partners to enhance project impact.

## 2.0 SIRD IN EAST AFRICA COMMUNICATION STRATEGY

Communication of project activities is founded on a set of overall objectives and must seek to address relevant stakeholders in a strategic and targeted way in order to maximise the effect of the communication efforts. A first step in project communication is therefore to make a strategy, identifying the objectives and key messages, as well as the key stakeholders to be targeted along with the overall communication lines.

This document outlines SIRD's strategy.

Once the strategy is outlined, the second step is to operationalise it, planning which communication tools and activities to deploy in order to effectively reach which partners and stakeholders

It should be noted that this plan has combined both communication and dissemination of project information. While Communication means taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, dissemination in this plan refers to the public disclosure of the results of the project in any medium. Both processes involve promotion and awareness-raising right from the beginning of the project to its end.

Though communication and dissemination in this plan will tend to overlap, target audiences in both cases will be addressed with different messages. Where communication efforts will focus on raising awareness of the project and its actions, dissemination activities will focus on dissemination of the results and impact of the same. Both these activities will be used to make project results known to various stakeholder groups (including community members, lawyers, industry and other commercial actors like mining companies, professional organisations, policy makers etc) in a targeted way to enable them use the results in their own work.

Due to the transnational approach adopted by the SIRD project and involvement of stakeholders and partners from more than three (3) different countries, SIRD communication efforts will guarantee transferability of results to other target groups, indirect beneficiaries, sectors and even geographical areas.

### 2.1 Communication Objectives

The overall objective of this plan is to reach out to the broader East African public including policy and decision makers, members of the legal profession, community members, extractive industry players and stakeholders and other interest groups in order to promote project actions and impact.

The specific aims of communication activities under the SIRD in East Africa project include:

- To give the project regional visibility and relevance in order to create awareness of its activities across East Africa
- To entrench inclusive resource development in East Africa's natural resource governance especially that of women in line with Canada's Feminist International Assistance Policy.
- To encourage dialogue and debate with relevant stakeholders about the project's aims, implementation plan, outcomes and general impact.
- To reinforce the position of the project in extractive activity governance across East Africa and beyond.
- To establish the projects visual identity and access.
- To further communication with other similar or complementary projects and activities in the region.
- To promote a well-targeted capacity building for target groups including community members, government officials and line ministries and lawyers who should become more experienced in inclusive natural resource governance.
- To further advocacy on national and regional legal reform.
- To strengthen durability and sustainability of national and regional development in the area of extractives.

## 2.2 Target audiences under this Communication Plan

For optimal project communication and dissemination to be achieved under the SIRD in East Africa project, it is important to identify and define the target audience interested in the project. The term 'target audience' implies all stakeholders/ groups of people that could have an interest in the activities and results of SIRD. The reasons for their interest may vary, and may be personal, professional, or legal.

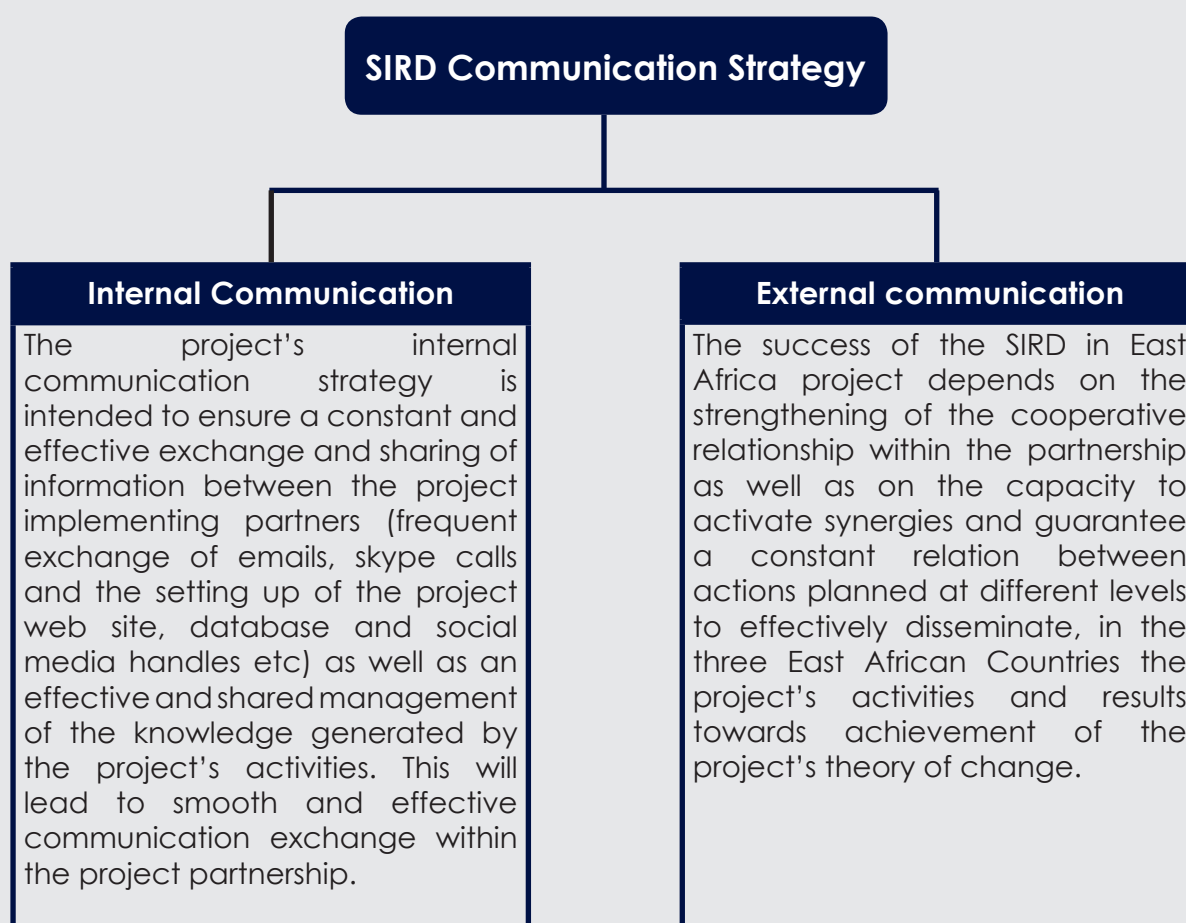
SIRD communication activities shall focus on the target audiences listed below, mostly stakeholders in the extractives sector in East Africa with regular overlaps to the general public audience as far as results and achievements dissemination is concerned.

- Implementing law societies;
- Policy makers and officials of national governments and the EAC;
- Lawyers;
- Civil society organisations;
- Project affected persons (PIPs) and communities;
- Women groups;
- Canadian technical assistance experts;
- Press and media; and
- The general public.

## 2.3 Internal versus External Communication

While SIRD will be looking to communicate project activities to as wide an audience as possible, there is information that will be for the internal use of the project implementation team. The SIRD in East Africa project communications plan has been designed to support a two layered communication strategy.

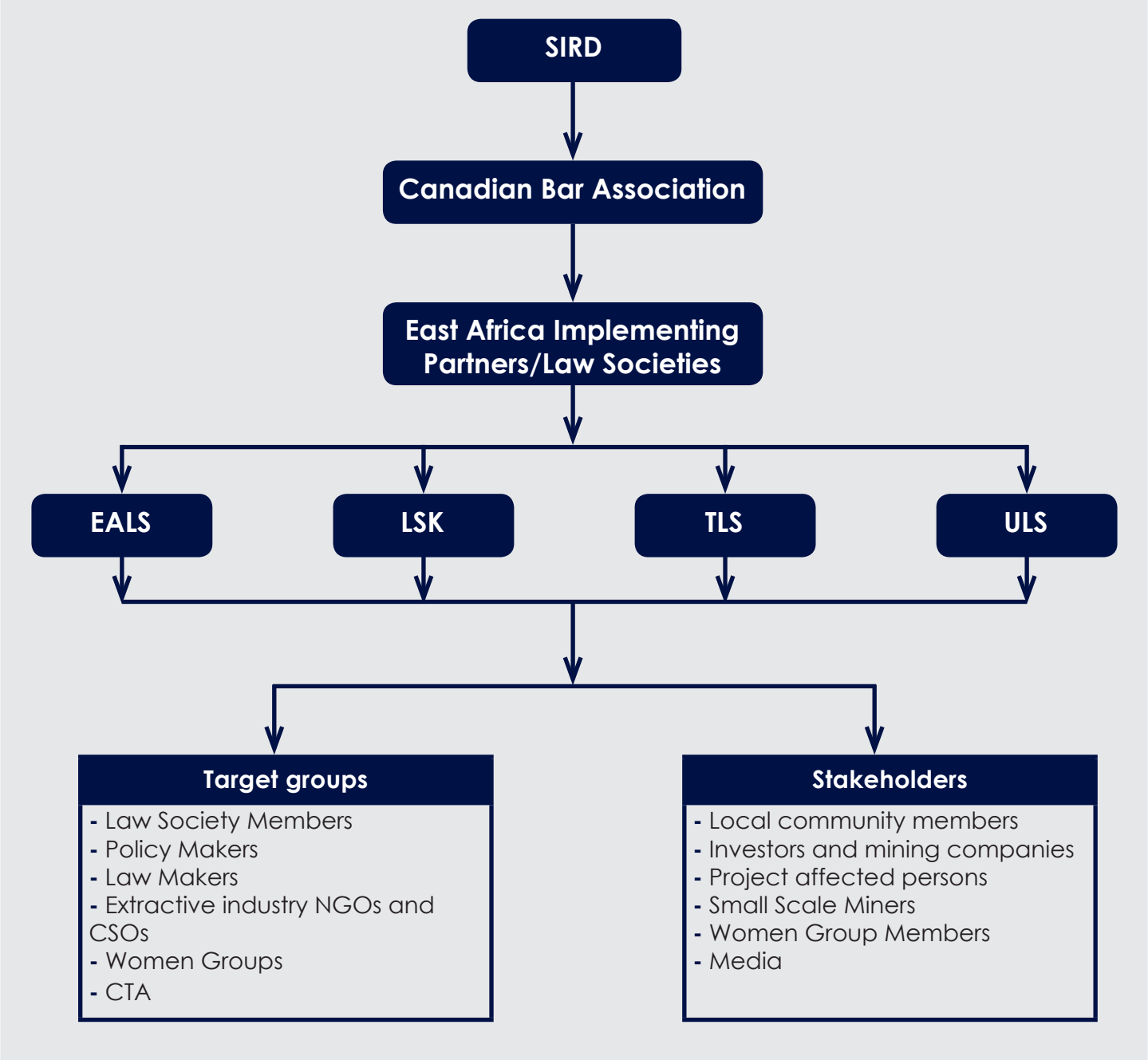
**Figure 2.3(a).** SIRD Communication Strategy





The illustration below shows SIRD's external communication flow.

**Figure 2.3(b).** SIRD's external communication flow



For the SIRD Project, external communication is considered as one of the most important project communication elements. This is considering the crucial role it will play in creating the project's image and identity and contributing to the project's recognition.

## 2.4 Description of Key Project Stakeholders

### Law Society Members

Lawyers play a critical role in the advancement of the inclusivity and good governance of natural resources in East Africa. They serve as advisors, legal officers and advocates of change in the extractive industry.

They will be drawn from the three national law societies, i.e., the Law Society of Kenya (LSK), Uganda Law Society (ULS), and Tanganyika Law Society (TLS) who are responsible for the implementation of the project in their respective country as well as the East Africa Law Society on a regional scale. Canadian legal experts will also be a key stakeholder group especially in learning and exchange.

It is envisaged that the lawyers will play a critical role in influencing policy makers across the region on

the necessary changes required in the extractive sector.

### **Policy makers and law makers**

The regional extractive industry in East Africa is governed by a set of policies which have been adopted by the various EAC Partner States. The policy makers in this project will be from different levels, being local (community level) to national and international levels (Canadian Technical Assistance). The targeted policy makers are those that hold decisive power in the process of implementing or upscaling extractive industry activities as their decisions and recommendations form the basis for new developments in the industry.

The willingness of policy makers to come up with new *modus operandi* for the extractive industry is essential and may be impacted by their knowledge of new, effective methods for increasing uptake and inclusivity in the industry.

SIRD in East Africa implementing partners will look to exploit their existing contacts of policy making bodies as well as explore new opportunities for contacts to be made in order to gain influence on policy areas and specific policies relevant to the project's goals. Policy makers at EAC and the region will be key for adoption of regional policies.

Law makers from the County level in Kenya to the National Assemblies in each of the three East African Countries involved in the project will play a critical role in pushing for the adoption of new more responsive laws in the industry.

At the regional level, advocacy at the EAC should lead to passing of an EAC Mining Law and adoption of an EAC Mining Policy.

It is expected under the project that the law reform initiatives will lead to increased transparency, gender sensitivity and accountability in the governance of extractive industries in East Africa. This will ultimately transform to sustainable economic growth for the region with most of the population benefiting.

### **NGOs and CSOs working in the Extractive Industry**

The success of the SIRD in East Africa project depends on the strengthening of the cooperative relationship and synergies with like-minded entities working in the extractive industry across the region. Clear synergies will guarantee a constant relation between actions planned at different levels and the effective dissemination in the three East African Countries of the project's activities and results.

National and International level NGOs and CSOs working in extractive industry in East Africa play a critical role in influencing inclusivity of all East Africans and in ensuring that all citizens benefit from resources within their communities.

The NGOs and CSOs will also be a critical tool in dissemination of extractive industry related information and will therefore be hugely helpful in the dissemination of SIRD information.

### **Project Affected Persons and Local Community Members**

This is another key stakeholder group in the project. The direct targets of this project are the people of Kwale in Kenya where Titanium mining is taking place, the people of Geita in Tanzania where Gold mining is taking place and the people of Buliisa in Uganda where recently oil was discovered.

Community engagement will be undertaken directly in these areas with sensitization campaigns set to be rolled out. Legal aid services are also set to be provided to community members, especially women and girls, affected by extractive activities. It is expected that legal assistance, information and support will be provided to at least 800 people (at least 65% female) in each country throughout the project.

These beneficiaries and community members will also be tasked with communicating this message and helping fellow community members understand their rights and benefits they ought to get as a result of extractive activities within their localities.

## Women Groups

Canada recently adopted a Feminist International Assistance Policy. SIRD in East Africa seeks to effect provisions of the policy and the project will focus more on women as women are seen to be disproportionately exposed to greater risks associated with extractive operations, while they receive fewer of the benefits.

Women groups will therefore be a key stakeholder under the project considering the following negative effects they suffer as a result of extractive activities:

- (i) Sexual Exploitation:** Naturally, extractive operations especially in Africa usually lead to an influx of migrant workers, predominantly male. This leads to increase in prostitution; increased rates of HIV/AIDS and other sexually transmitted diseases; teenage pregnancies; prevalence of gender-based violence among other negative effects.
- (ii) Land Rights:** In most of East Africa, men are usually the holders of land titles, and transactions with the government/extractive companies are often conducted without consulting women. There are reported instances where the male head of the household takes all the revenue from selling the family land and squanders it, leaving the women and children without a home.
- (iii) Livelihood:** Extractive activities can have adverse effects on agricultural land and waterways; through the conversion of land for extractive purposes or environmental degradation. Women, who are the primary care-givers and may depend entirely on agriculture for their livelihoods, are left to find other sources of food and water to provide for their families, sometimes having to travel great distances to do so.
- (iv) Employment:** Access to employment opportunities in the extractive sector, including training and skills-development programs, is primarily available to men who in turn earn higher incomes. Women typically end up with lower paying service jobs, e.g. catering, hairdressing etc.
- (v) Decision-making:** Women are often excluded from consultation and decision making at the community level and within their families. As a result their concerns and interests are not adequately considered, further exacerbating the disproportionate effect of extractive industry risks on women and girls.

The focus on women under the project looks to bridge the gap and bring inclusivity and equity in the distribution of resources arising from extractive activities.

Women groups will also be a key dissemination point for information gathered under the SIRD in East Africa project.

## Investors and Mining Companies

These are another key stakeholder in the project as they determine to what extent the communities they work in benefit from their activities. They also influence the operating environment for mining activities.

Their full engagement will lead to adoption of policies that better support communities and give back more aside from CSR activities they are engaged in.

Environmental concerns are also likely to be better handled with more engagement with those undertaking the mining activities.

It will therefore be essential to communicate SIRD activities to them as well as involve them on the field even as we empower the communities they operate in.

## Community Legal Volunteers/Paralegals

Paralegals are often the first point of contact for community members, particularly in rural areas. They thus play a crucial role in informing community members on their legal rights; and how to address potential infringements of those rights. The national law societies will train paralegals and provide public legal education materials with respect to legal issues in connection with extractive industries, particularly gender equality and women's rights issues. Paralegals will capture, track and report on data on community legal issues, including gender equality issues, to allow for progress measuring and inform further programming.

They will therefore be critical in project communication and the project will harness their reach to local communities to ensure key messages reach as wide audiences as possible.

### **Press and Media**

The press and media are a key target group under the SIRD in East Africa project and represent a very important stakeholder group given they play a key role in shaping public opinion and informing the public about developments in the extractive industry.

Press and media also play a key role when it comes to informing members of the public about the effects of mining operations in their communities. The media is also a key advocacy tool as well as a platform for passing information and knowledge on extractive activities in the region.

SIRD East Africa will use various media channels to disseminate information on how the SIRD project is contributing to tackling societal challenges and improving inclusivity especially of women and sustainability in the extractive industry in East Africa.

## 3.0 COMMUNICATION CHANNELS AND ACTIVITIES

The SIRD in East Africa project is being implemented by various partners. The communication officers of these partners met and deliberated on the various communication activities and channels to be adopted to best communicate the SIRD in East Africa project. It was agreed that the communication channels to be used will depend on the target audience. This is because what works for one segment (say a law society member or government) may not work for others (local and rural communities).

For each communication objective of the program SIRD will look at what channel would be most effective to communicate a message and how will we determine its success. SIRD will generally make use of the below channels and activities in order to promote SIRD's activities at international, national, regional and local levels

### 3.1 SIRD Communications Schedule

The schedule specific SIRD activities, communications product to be developed from those activities, the target audience for those products, the channels to be used to reach the target audience, the frequency of communication and the lead SIRD official tasked with ensuring the communication is undertaken.

Activity	Product developed	Target audience	Communications channels to be used	Frequency	Lead
<b>Holding Bi-annual conferences</b>	<ul style="list-style-type: none"><li>- Conference reports</li><li>- Press releases on the conference</li><li>- Pictures taken during the conference</li><li>- Conference presentations</li></ul>	<ul style="list-style-type: none"><li>- Lawyers and extractive industry experts</li><li>- Government and line Ministries</li><li>- Project Affected persons</li><li>- Women groups</li><li>- General public</li><li>- Other stakeholders</li></ul>	<ul style="list-style-type: none"><li>- SIRD Website</li><li>- Social media pages (facebook, twitter, Instagram)</li><li>- SIRD Newsletter</li><li>- Law Society publications</li><li>- Mainstream media</li><li>- Other extractive industry stakeholder publications</li><li>- Workshops/conferences</li></ul>	Bi-annually	All implementing Law Societies.
<b>National Gender Sensitive Advocacy campaigns</b>	<ul style="list-style-type: none"><li>- Session reports</li><li>- Session briefs</li><li>- Pictures and videos generated from sessions</li><li>- Press releases</li></ul>	<ul style="list-style-type: none"><li>- National government officials</li><li>- Women groups</li><li>- Academia</li><li>- Civil Society organisations and CBOs</li><li>- Women groups</li><li>- Project affected persons</li></ul>	<ul style="list-style-type: none"><li>- SIRD website updates</li><li>- SIRD Bulletin</li><li>- SIRD Social Media Pages</li><li>- Mainstream media (radio shows, Tv and national newspapers)</li><li>- Workshops</li></ul>	Every Quarter	LSK TLS

<b>Review of National Extractive Industry Laws</b>	<ul style="list-style-type: none"> <li>- Review reports</li> <li>- Press releases</li> </ul>	<ul style="list-style-type: none"> <li>- Extractive industry experts</li> <li>- Government officials tasked with law reform</li> <li>- Members of Parliament</li> <li>- The Media</li> <li>- Civil Society Organisations and CBOs</li> <li>- Community members</li> <li>- Women groups</li> </ul>	<ul style="list-style-type: none"> <li>- SIRD Social Media pages (fb, twitter, Instagram)</li> <li>- Mainstream media (debates on Tv and Radio and Newspaper Publications)</li> <li>- SIRD Bulletin and Law Society publications</li> </ul>	During review	LSK, TLS, ULS and EALS
<b>Gender Sensitive training in core regulatory framework areas</b>	<ul style="list-style-type: none"> <li>- Training Reports</li> <li>- Media briefings</li> <li>- Livestream of trainings</li> <li>- Training videos</li> <li>- Presentations by trainers</li> <li>- Bulletin reports</li> </ul>	<ul style="list-style-type: none"> <li>- Lawyers (in private practice, governments, in CSOs and in policy making organisations)</li> <li>- Paralegals</li> <li>- Academia</li> </ul>	<ul style="list-style-type: none"> <li>- SIRD Social media pages</li> <li>- Mainstream media houses</li> <li>- SIRD Bulletin reports</li> <li>- SIRD Website</li> <li>- Workshops</li> </ul>	Quarterly	EALS, LSK, TLS & ULS
<b>Media engagements</b>	<ul style="list-style-type: none"> <li>- Media briefings</li> <li>- Press releases</li> <li>- Media engagement reports</li> </ul>	<ul style="list-style-type: none"> <li>- Policy Makers</li> <li>- Government/Line Ministries</li> <li>- Community Members/Project Affected Persons</li> <li>- Academia</li> <li>- Lawyers</li> </ul>	<ul style="list-style-type: none"> <li>- Mainstream Media Houses (Radio, TV, Newspapers)</li> <li>- SIRD Social Media Pages</li> <li>- SIRD Bulletin</li> <li>- SIRD Website</li> <li>- Law Society Publications</li> </ul>	Every Month*	LSK, TLS and ULS.
<b>Gender Sensitive Legal Reform Brief Submissions</b>	<ul style="list-style-type: none"> <li>- Policy briefs</li> <li>- Press releases</li> </ul>	<ul style="list-style-type: none"> <li>- Policy makers</li> <li>- Government/Line Ministries</li> <li>- Lawyers</li> <li>- VCommunity members/project affected persons</li> <li>- CSOs/CBOs</li> <li>- Private sector players</li> </ul>	<ul style="list-style-type: none"> <li>- High level advocacy (face to face discussions with policy makers)</li> <li>- Mainstream media engagements</li> <li>- SIRD Social Media Engagements</li> <li>- SIRD Bulletin</li> <li>- SIRD Website</li> </ul>	Quarterly	LSK, ULS and TLS
<b>Regional Consultations on extractive law and policy framework</b>	<ul style="list-style-type: none"> <li>- Consultation reports</li> <li>- Pictures of consultation sessions</li> </ul>	<ul style="list-style-type: none"> <li>- Regional policy makers</li> <li>- National government officials</li> <li>- Women groups</li> <li>- Privates sectors</li> <li>- Members of the Academia</li> </ul>	<ul style="list-style-type: none"> <li>- SIRD Website</li> <li>- SIRD Social Media Pages</li> <li>- SIRD Bulletin</li> </ul>	Quarterly	EALS
<b>Database of resources development</b>	<ul style="list-style-type: none"> <li>- SIRD in East Africa Database of resources</li> </ul>	<ul style="list-style-type: none"> <li>- Lawyers</li> <li>- Academia/researchers</li> <li>- Policy makers</li> <li>- Government/Line ministries</li> <li>- CSOs/NGOs/CBOs</li> <li>- General public</li> </ul>	<ul style="list-style-type: none"> <li>- SIRD website</li> <li>- SIRD Social media pages</li> <li>- SIRD Bulletin</li> <li>- Law Society Publications</li> </ul>	Quarterly	EALS

<b>Conduct of Public Legal Education</b>	<ul style="list-style-type: none"> <li>- Public Legal Education Materials</li> <li>- PLE reports</li> </ul>	<ul style="list-style-type: none"> <li>- Paralegals</li> <li>- CBOs/NGOs</li> <li>- Women groups/community members</li> <li>- Lawyers/Law Offices</li> <li>- Media outlets</li> </ul>	<ul style="list-style-type: none"> <li>- Road shows</li> <li>- Barazas</li> <li>- Mainstream media outlets (radio talk shows etc)</li> <li>- SIRD social media pages</li> <li>- SIRD website</li> <li>- SIRD Bulletin</li> <li>- Law Society Publications Workshops</li> </ul>	Quarterly	LASK, TLS and ULS
<b>Training of local leaders/ duty bearers</b>	<ul style="list-style-type: none"> <li>- Training materials</li> <li>- Training reports</li> <li>- Feed back reports</li> </ul>	<ul style="list-style-type: none"> <li>- Local leaders</li> <li>- Women groups</li> <li>- CBOs</li> <li>- Paralegals</li> <li>- FBOs</li> </ul>	<ul style="list-style-type: none"> <li>- Barazas</li> <li>- Radio talk shows</li> <li>- Workshops</li> </ul>	Quarterly	
<b>Establishment of community referral pathways</b>	<ul style="list-style-type: none"> <li>- Training materials</li> <li>- Pathway session reports</li> </ul>	<ul style="list-style-type: none"> <li>- Paralegals</li> <li>- Faith based organisations</li> <li>- School leaders</li> <li>- Medical Officers</li> <li>- Police</li> <li>- CBOs/NGOs</li> <li>- Retired civil servants</li> <li>- Women groups</li> <li>- Community members</li> </ul>	<ul style="list-style-type: none"> <li>- Road shows</li> <li>- Barazas</li> <li>- Radio Talk shows</li> <li>- Social media</li> </ul>	Quarterly	LSK, TLS and ULS
<b>Legal Aid Services to communities</b>	<ul style="list-style-type: none"> <li>- Legal aid service reports</li> </ul>	<ul style="list-style-type: none"> <li>- Community members</li> <li>- Paralegals</li> <li>- Lawyers</li> </ul>	<ul style="list-style-type: none"> <li>- Workshops</li> <li>- Talk shows</li> <li>- Barazas</li> <li>- Face to face discussions</li> </ul>	Quarterly	LSK, TLS and ULS

### 3.2 Alignment of communication channels and stakeholders

Targeting communication efforts and means according to stakeholder groups is crucial in order to establish contacts and get the message across. When applied for communication of the project, each means is designed with the specific target group(s) in mind.

Target stakeholder groups and communication means for the SIRD project have been aligned as illustrated below:

	Law Society Members	Policy Makers	Women Groups	Community Members And Project Affected Persons	Investors and Mining Companies	Press And Media	NGOs And CSOs Working In the Sector	Paralegals And Volunteers
Emails	X	X	X		X	X	X	X
Skype Calls	X							
Website	X	X	X	X	X	X		
Facebook And Twitter	X	X	X	X	X	X	X	X
Press Releases	X	X	X	X	X	X	X	X
SIRD Bulletin	X	X	X	X	X	X	X	X
Conferences And Workshops	X	X	X	X	X	X	X	X
Baraza's	X			X	X	X	X	X
Road Shows	X		X	X	X	X	X	X
Law Society Publications	X	X	X	X	X	X	X	X
Face to face meetings	X	X	X	X	X	X	X	X
Liaison with Related Projects					X		X	
Videos and Infographics	X	X	X	X	X	X	X	X
Leaflets, posters and other printed material	X	X	X	X	X	X	X	X
Merchandise	X		X	X		X	X	X

### 3.3 Contacts of Key Project Staff

Implementing Country	Name of Organisation	Acronym	Name of Officer	Function	Email Address
Canada	Canadian Bar Association	CBA	Jennifer Johnson	Director (International Initiatives)	<a href="mailto:Jenniferj@cba.org">Jenniferj@cba.org</a>
Canada	Canadian Bar Association	CBA	Ogundipe Ayokunle	Project Manager (International Initiatives)	<a href="mailto:AyokunleO@cba.org">AyokunleO@cba.org</a>
Canada	Canadian Bar Association	CBA	Meghani Alnoor	Field Manager	<a href="mailto:AlnoorM@cba.org">AlnoorM@cba.org</a>
Uganda	Canadian Bar Association	CBA	Joseph Ssekyewa	Monitoring Officer	<a href="mailto:josekyewa@gmail.com">josekyewa@gmail.com</a>
Kenya	Canadian Bar Association	CBA	Job Mati	Project Assistant	<a href="mailto:job.mati@lsk.or.ke">job.mati@lsk.or.ke</a>
East Africa	East Africa Law Society	EALS	Hannington Amol	Chief Executive Officer	<a href="mailto:ceo@ealawsociety.org">ceo@ealawsociety.org</a>



East Africa	East Africa Law Society	EALS	David Sigano	Project Manager	<a href="mailto:dsigano@ealawsociety.org">dsigano@ealawsociety.org</a>
Kenya	Law Society of Kenya	LSK	Mercy Wambua	Chief Executive Officer	<a href="mailto:mercy.wambua@lsk.or.ke">mercy.wambua@lsk.or.ke</a>
Kenya	Law Society of Kenya	LSK	Suzy Kimutai	Project Manager	<a href="mailto:Suzy.kimutai@lsk.or.ke">Suzy.kimutai@lsk.or.ke</a>
Kenya	Law Society of Kenya	LSK	Daniel Muraguri	Project Accountant	<a href="mailto:daniel.muraguri@sird.or.ke">daniel.muraguri@sird.or.ke</a>
Tanzania	Tanganyika Law Society	TLS	Kaleb Lameck Gamaya	Chief Executive Officer	<a href="mailto:ceo@tls.or.tz">ceo@tls.or.tz</a>
Tanzania	Tanganyika Law Society	TLS	Nelson Frank	Project Manager	<a href="mailto:snely2009@gmail.com">snely2009@gmail.com</a>
Uganda	Uganda Law Society	ULS	Joyce Nalunga	Chief Executive Officer	<a href="mailto:ed@uls.or.ug">ed@uls.or.ug</a>
Uganda	Uganda Law Society	ULS	Gabriel Acaye	Project Manager	<a href="mailto:lo.litigation@uls.or.ug">lo.litigation@uls.or.ug</a>

### 3.4 Description of the various SIRD Communication Channels

#### 3.4.1 Internal Communication Channels

##### Email

SIRD internal communication will be undertaken mainly through email. This will involve all forms of coordination and communication between implementing partners. Teams will share their plans, activities implemented, activity reports among others through email.

Implementing teams will also be tasked with sharing photographs and all relevant data captured during project implementation

##### Skype Calls

SIRD will also use the video conferencing facility skype as one of its main communication channels. This will mainly involve the project field manager and all project managers from all the implementing law societies.

There will be one call per month. The call will focus on project updates and planning. Where deemed necessary, the project field officer may request a skype call with all the PMs at any time in the month.

##### Face to face meetings

SIRD project implementing partners will hold face to face meetings where necessary to discuss implementation plans, project activities and results of already implemented activities. This will help build team work and close working relationship among all implementing partners of the project considering the diversity of the team.

#### 3.4.2 General/External Communication Channels

##### SIRD in East Africa Website

The SIRD in East Africa website will serve as the main and central communication hub of the project. The website is considered as the best channel to reach all stakeholders and to communicate the projects' activities and outcomes regularly. It's public access ability will ensure as many people as possible are reached.

SIRD will align all its other communication channels as used by all SIRD implementing partners to lead the audiences to the website, which will hold updated information about the project.

The website will be maintained by the East Africa Law Society and the same will encompass distribution of facts and news about the project, along with the project's progress, results, and impacts as they are obtained.

The website will also provide contact details and links to all project partners in order to facilitate cooperation and knowledge sharing within and beyond the partnership. Implementing law societies each have a page on their SIRD activities and the SIRD website will directly link to this.

Once launched, the SIRD in East Africa website will be available at <http://sirdeastafrica.org/>

### **Social Media Pages**

In an effort to encourage open dialogue with all partners and stakeholders of the SIRD in East Africa project, and to reach a broad audience across East Africa and beyond, while showing that SIRD is a dynamic and active project, a Facebook page as well as a Twitter handle has been created.

The SIRD Facebook page is SIRD in East Africa (@sirdeastafrica) while the Twitter handle is @InSird. With this Facebook and Twitter accounts, the project is able to announce updates, big or small, share relevant information and data and follow or be followed by relevant stakeholders.

The two social media mediums were chosen as the project's social media accessories as they are dynamic and vibrant, but still widely used for professional purposes. In addition, several of the project's key stakeholder and even local community members are active on both Facebook and Twitter. It should be noted that most rural community members affected by extractive activities have access to Facebook while the more professional stakeholders such as lawyers and policy makers have Twitter handles.

The content shared on both handles is a mixture of project news also portrayed on the website, sharing and retweeting of relevant posts from the project partners or other stakeholders, as well as providing updates from the project's daily activities.

SIRD and all SIRD implementing law societies announce updates and direct their messages to the attention of relevant stakeholders by the use of hashtags (#SIRDregionalforum, #Sirdlsknationalforum, #SIRDPolicyTraining etc )

Once the SIRD website is launched, our Facebook and Twitter accounts will have an embedded timeline so that latest posts and tweets are displayed in the front page of the website. The purpose of this is to catch website visitors' attention and make them follow the project on both Facebook and Twitter.

### **Mainstream Press and Media**

Mainstream press and media will be one of the main channels that the SIRD in East Africa project will use to reach the wider public. Most of the target beneficiaries under the project are local community members and therefore radio programming will be a key communication tool. This will be done by use of the available radio stations within the people's localities and in suitable situations over national radio.

For those with access to TVs, this channel will also be explored. Significant events will be reported live and TV debates where possible will be held.

The production of press releases and articles reporting the project's aims, key activities, and major achievements will also be actively used.

All these communication activities with the press and media will be carried out at overall and local levels at the point of any newsworthy development in the project as well as in connection with announcement of workshops and conferences.

With regard to the level of communication, articles will mainly be published in specialised international press (CBA, EALS) as well as in national and local media in the three East African partner countries.

### **The SIRD in East Africa Newsletter (The SIRD Bulletin)**

This is one of the best mechanisms of reporting project progress as well as announcing upcoming conferences, trainings, workshops, round table discussions and even radio talk shows.

Content for the newsletter is to be sourced from each of the implementing Law Societies who will forward their Articles to EALS for editing, formatting and publication. Each newsletter will also be reviewed by the Canadian Technical Team before release.

At least two newsletters a year will be published. The project year runs from 1st April to 31st March the following year.

### **Conferences and Workshops**

The activities and results of the SIRD in East Africa project will be communicated at relevant regional and national conferences and events where matters relating to extractives activities are under discussion.

SIRD will endeavor to send speakers and presenters to these events which will provide them with an ample opportunity to present the project and its outcomes to large numbers of people interested in extractive industry activities and their impact to communities in East Africa.

SIRD in its project implementation plan will also hold a number of conferences and national level forums as part of the projects effort at communicating and disseminating project and results.

At the beginning of the project, there will be one regional Conference. The Conference will aim at gathering important stakeholders for knowledge sharing and presentations of the project's plans and projected results. This will ensure project visibility as well as trigger interest by the various stakeholder groups in the region to participate in the project implementation process.

There will also be national forums organized by the various national law societies. These Forums will be formulated around communicating and promoting the aims, progress, and intermediate results and impact of the project as well as allowing for input and feedback from relevant stakeholders and experts in the extractives industry.

In the fourth year of the project, EALS shall hold another regional conference. This conference will be used to showcase the actual results and impact of the SIRD project while engaging relevant stakeholders and setting the scene for project continuity beyond the project's lifetime.

Legal professionals under the project will be trained through workshops to be spearheaded by national law societies.

### **Barazas**

Baraza's are face to face meetings in the traditional sense. Baraza's will be used mostly during public legal education (PLE) sessions as well as when project teams meet women groups Regional Consultations will also involve face to face meetings with the relevant policy makers in the region.

Though a traditional method, SIRD envisages that this communication channel is still a very effective way of communicating and spreading information on the SIRD project. This is because it allows targeting the message and obtaining a direct feedback from participants.

### **Road shows**

This channel will be used under the SIRD project when undertaking mass legal education. It will be applied mainly in the direct project beneficiary areas of Kwale in Kenya, Geita in Tanzania and Buliisa in Uganda.

### **Law society publications**

Law Societies in East Africa has membership totaling over 20,000 lawyers. Periodically, these law societies report their activities and SIRD will look to take advantage of this by ensuring SIRD project activities are also reported.

The main mode will be through the monthly newsletters of the Law Society of Kenya, the Tanganyika Law Society, the Uganda Law Society, the East Africa Law Society and the Canadian Bar Association.

The Law Societies also publish annual reports and SIRD information will be shared through those reports.

**Liaison with other Extractive Industry activities in East Africa**

There are numerous extractive industry projects currently ongoing across East Africa. SIRD in East Africa will greatly benefit from communicating and sharing experiences with implementers of these projects. By sharing SIRD information in platforms provided by other similar projects and initiatives, SIRD will reach more people and stakeholders so as to achieve its change theory.

## 4.0 COMMUNICATION STANDARDS AND TOOLS

The SIRD in East Africa project has developed several standard communication tools that will be used to simplify complexities relating to the management of a regional project of SIRD's nature.

These standard tools include those relating to the project's visual identity such as the logo and letter head as well as those relating to presentations such as standard templates.

In addition to the standard project tools, the SIRD in East Africa website and social media pages (Facebook and Twitter) will be the standard platforms from which to share information and communicate project related activities.

The SIRD project believes that standardization of these tools will provide simplicity to the project's communication platforms and improve effectiveness and efficiency in the running of the project.

Throughout the life of the project, implementing partners will utilize standard formats and templates for all formal project communications.

### 4.1 SIRD project corporate identity

The visual identity of the SIRD in East Africa project will be composed of the SIRD logo, letter-head, colours, font and images. The symbolic meanings of the logo and the chosen colours are described in appendix 3 of this document.

The SIRD project logo is the main element of the project's visual identity. The logo will therefore appear on all public documents, publications, websites and promotional materials during project implementation. This will ensure increased visibility of the project and will facilitate branding of all other communication products generated under the project.

### 4.2 The SIRD Website

Proper branding of the project website is key in ensuring key messages and information passed through the site make the desired impact.

News spots, general project information, project deliverables, SIRD newsletters, videos, infographics and blog are some of the communication tools that the project plans to use in order to reach out to various stakeholders through the website. All these tools will be properly branded before release on the website.

### 4.3 Social Media

The project's Facebook and Twitter pages will be SIRD branded with background images on both sites depicting the logo, theme and necessary SIRD Statement(s).

All communication sent through the site will also be sent out in a particular way and must be relevant to the project and the objectives it seeks to achieve.

Appendices 4 and 5 at the end of this document depicts SIRD's Facebook page and Twitter handle.

### 4.4 The SIRD Bulletin

This is a periodic publication of the project. It will adopt and use a particular template that clearly depicts the projects visual and corporate identity. Each article in the newsletter will be reviewed to ensure it falls within the ambit of the SIRD in East Africa project or related extractive industry activities.

### 4.5 Other Printed Material

The project will produce printed material, such as brochures, leaflets, posters and postcards with general information about project objectives, approach, partners, and impact. The aim of the printed material will be to raise awareness of the project, to establish the project's visual and corporate identity and guide interested readers to the project website, where more in-depth information can be found, as well as to the Facebook and Twitter accounts, where the project's progress and activities can be followed.

## **4.6 Project Merchandise**

In addition to the printed material, a small collection of merchandise will also be produced in the course of the project. The merchandise will have the logo and colours of the project and will be distributed among partners and stakeholders.

The nature of the merchandise will be picked in coherence with the most relevant distribution channels and target groups to be addressed. Merchandise that may be created under the project include pens, t-shirts, tote bags back packs etc as these are easily distributed at conferences and events.

Rollup banners will also be produced with the logo and project colours as eye-catchers at conferences and events. Merchandise will be distributed among partners throughout the project and more material will be produced if need be.

## **4.7 General Media**

Mainstream media will be widely utilised by the project. Radio programmes, TV debates, press releases and articles will regularly be submitted for publication. Content to be released will carefully be vetted and aligned with SIRD's policies.

## 5.0 APPENDICES

<b>Appendix 1:</b>	Project corporate and visual identity (headings and logos)
<b>Appendix 2:</b>	SIRD Social media links
<b>Appendix 3:</b>	SIRD Bulletin
<b>Appendix 4:</b>	Facebook account
<b>Appendix 5:</b>	Twitter handle
<b>Appendix 6:</b>	Project Merchandise
<b>Appendix 7:</b>	Key SIRD Publications
<b>Appendix 8:</b>	Individual Communication Plans of Implementing Partners

### Appendix 1: Project Corporate and Visual Identity

The visual Identity of the SIRD in East Africa project is made up of the following logo (colours and images)

#### 1. Official Project Logo



#### 2. Official project Letterhead

All official SIRD communications to use this letter-head.





### 3. Official Project Font

The official font of the SIRD in East Africa project is Calibri (body).

Font
<b>Calibri Bold</b>
<b>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z</b>
<b>a b c d e f g h i j k l m n o p q r s t u v w x y z</b>
<b>1 2 3 4 5 6 7 8 9 0</b>

## Appendix 2: Links to SIRD Social Media Pages and websites of Partners

Facebook	<a href="https://www.facebook.com/sirdineastafrica/">https://www.facebook.com/sirdineastafrica/</a>
Twitter	<a href="https://twitter.com/InSird">https://twitter.com/InSird</a>
Tanganyika Law Society	<a href="https://tls.or.tz/portfolio/supporting-inclusive-resource-development-in-east-africa-sird/">https://tls.or.tz/portfolio/supporting-inclusive-resource-development-in-east-africa-sird/</a>
Uganda Law Society	<a href="http://www.uls.or.ug/projects/sird-project/">http://www.uls.or.ug/projects/sird-project/</a>
Law Society of Kenya	<a href="https://www.lsk.or.ke/">https://www.lsk.or.ke/</a>
SIRD East Africa	<a href="http://www.sirdeastafrica.org">www.sirdeastafrica.org</a>
East Africa Law Society	<a href="http://www.ealawsociety.org">www.ealawsociety.org</a>

## Appendix 3: SIRD Bulletin

Demonstrates how the SIRD Bulletin looks like





## Appendix 4: SIRD Facebook Page

Demonstrates how the SIRD facebook page looks like



## Appendix 5: SIRD Twitter Handle

Demonstrates how the SIRD twitter handle looks like



## Appendix 6: Project Merchandise

It is expected that project merchandise will be worded in Swahili as follows:

“Ujumuishaji wa Jamii Nzima Katika Ukuzaji wa Raslimali Afrika Mashariki (SIRD)” followed by the official SIRD logo.

SIRD merchandise may include T-shirts, Caps and publications as illustrated below.



## Appendix 7: Key SIRD Publications

SIRD shall over the course of its implementation come up with various publications including:

1. The SIRD Bulletin
2. SIRD Policy Briefs
3. SIRD Public Legal Education Materials
4. SIRD Extractives Industry Training Manual
5. SIRD Referral Pathway Guide.

## Appendix 8: Implementing Partners own Communication and Dissemination Plans

SIRD has created an active communication plan where all project partners are crucial for the success of the communication and dissemination results. All implementing law societies have committed to engage in project communication and dissemination of project related information.

They will channel key information to EALS for dissemination to wider audiences across East Africa and will also strive to identify key stakeholders and suitable channels and tools for reaching out to them.

Continuous reporting on communication and dissemination activities will be conducted at partner level through a project reporting tool (Excel sheet) as developed by the project monitoring officer and available to all project partners.

This tool will demonstrate the reach of the project and potentially serve as inspiration for relevant activities for the partners to participate in.

## 1. East Africa Law Society

Means of reaching out to members of EALS and relevant stakeholders

The East Africa will lead the Communication efforts of the SIRD in East Africa project. EALS will periodically receive updates from all project implementing partners. The same will be updated on the SIRD in East Africa website as well as on the various project social media handles.

Aside from that, EALS will reach its more than 18,000 members with SIRD messages by sharing on its own independent media channels and by way of newsletters, annual reports etc

<b>Website</b>	EALS will be in charge of the SIRD in East Africa website, <a href="http://www.sirdeastafrica.org">www.sirdeastafrica.org</a> . SIRD activities will also be promoted through the organisations website, <a href="http://www.ealawsociety.org">www.ealawsociety.org</a> .
<b>Press, Media and Conferences/ Events</b>	EALS will publish the SIRD in East Africa Bulletin. The project will also be promoted through EALS newsletters that are released periodically.  The project will also be presented at relevant EALS conferences including the EALS Annual Conference and General Meeting.
<b>Facebook and Twitter</b>	EALS will manage both the projects facebook and twitter handles. All implementing partners are expected to contribute content towards this.  Facebook: <a href="https://www.facebook.com/sirdineastafrica/">https://www.facebook.com/sirdineastafrica/</a> Twitter: <a href="https://twitter.com/">https://twitter.com/</a>
<b>Communication and dissemination tools</b>	<ul style="list-style-type: none"><li>- SIRD Bulletin</li><li>- Printed material, blog, photos and videos</li><li>- Conference presentations/participation</li></ul>

## 2. The Law Society of Kenya

Means of reaching out to LSK Members and stakeholders

<b>Website</b>	LSK will use its website to pass SIRD messages and share with its membership SIRD activities <a href="https://www.lsk.or.ke/">https://www.lsk.or.ke/</a>
<b>Press, Media and Conferences/ Events</b>	EALS will publish the SIRD in East Africa Bulletin. The project will also be promoted through EALS newsletters that are released periodically.  The project will also be presented at relevant EALS conferences including the EALS Annual Conference and General Meeting.
<b>Facebook and Twitter</b>	LSK will use both its twitter and facebook handles to pass SIRD messages.
<b>Communication and dissemination tools</b>	LSK will use: <ul style="list-style-type: none"><li>- Printed materials, photos and videos</li><li>- Use its newsletter</li><li>- Conferences and presentations</li><li>- Workshops</li><li>- Active personal dialogue (one on one meetings)</li><li>- Give aways (SIRD merchandise)</li></ul>

### 3. Uganda Law Society

Means of reaching out to ULS Members and stakeholders

<b>Website</b>	ULS will use its website to pass SIRD messages and share with its membership SIRD activities. The Society has already created a SIRD dedicated page <a href="http://www.uls.or.ug/projects/sird-project/">http://www.uls.or.ug/projects/sird-project/</a>
<b>Press, Media and Conferences/ Events</b>	<p>ULS will periodically release news articles, conduct radio programmes and host SIRD talk shows.</p> <p>The Society will also host public legal education trainings for advocates in Uganda.</p> <p>A national SIRD forum will be held by the Society and it will also utilize its own conferences to pass SIRD information.</p>
<b>Facebook and Twitter</b>	ULS will use both its Twitter and Facebook handles to pass SIRD messages.
<b>Communication and dissemination tools</b>	<p>ULS will apply the following methods</p> <ul style="list-style-type: none"><li>- Printed materials, photos and videos</li><li>- Use its newsletter</li><li>- Conferences and presentations</li><li>- Workshops</li><li>- Active personal dialogue (one on one meetings)</li><li>- Give aways (SIRD merchandise)</li></ul>

### 4. Tanganyika Law Society

Means of reaching out to TLS Members and stakeholders

<b>Website</b>	<p>TLS will utilize its website to pass SIRD messages and share with its membership SIRD activities.</p> <p>SIRD information is available on the TLS website at <a href="https://tls.or.tz/portfolio/supporting-inclusive-resource-development-in-east-africa-sird/">https://tls.or.tz/portfolio/supporting-inclusive-resource-development-in-east-africa-sird/</a></p>
<b>Press, Media and Conferences/ Events</b>	<p>TLS will periodically release news articles, conduct radio programmes and host SIRD talk shows.</p> <p>The Society will also host public legal education trainings for advocates in Tanzania.</p> <p>A national SIRD forum will be held by the Society and it will also utilize its own conferences to pass SIRD information.</p>
<b>Facebook and Twitter</b>	TLS will use both its Twitter and Facebook handles to pass SIRD messages.
<b>Communication and dissemination tools</b>	<p>TLS will apply the following methods</p> <ul style="list-style-type: none"><li>- Printed materials, photos and videos</li><li>- Use its newsletter</li><li>- Conferences and presentations</li><li>- Workshops</li><li>- Active personal dialogue (one on one meetings)</li><li>- Give aways (SIRD merchandise)</li></ul>



## SIRD in East Africa Communications Plan

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