

GEF IW: LEARN Communications Webinar III

Ready, Set, Communicate: Essential Communications Toolbox for IW Project Success

19 November 14:00 CET

Online

CONCEPT NOTE

This webinar is part of the IW: LEARN series of webinars on Communication, aiming to build the capacity of the communicators, project managers, and staff in GEF International Waters projects to communicate effectively their project results, key environmental challenges and achievements across various audiences.

This 3rd edition, titled: *“Ready, Set, Communicate: Essential Communications Toolbox for IW Project Success,”* designed and delivered by the ICPDR as a follow-up to the IWC10 pre-conference Communications Workshop (22 September 2024, Montevideo), aims to provide global International Waters (IW) project leaders, staff, and stakeholders with essential communication tools. It will support participants in developing effective communication skills to enhance project outreach, stakeholder engagement, and funding acquisition, emphasizing that communication proficiency is valuable for all levels, including non-communication professionals.

Target Audience

This webinar is designed for a broad international audience from the GEF International Waters Community, including IW project leaders, team members, and stakeholders across multiple time zones. It specifically targets scientists, researchers, project managers, and stakeholders engaged in environmental monitoring, water management, and public outreach. Participants range from those with minimal to no formal communications training to seasoned communicators seeking to strengthen their toolkit. The session will also benefit individuals looking to enhance their skills in conveying complex scientific topics through social media and other public engagement platforms.

Key Objectives

1. **Deliver Practical, Actionable Communication Tools:** Equip participants with a well-rounded communications toolbox, including foundational items (e.g., fact sheets and mission statements) and advanced tools (e.g., audience analysis sheets, project impact story templates, and crisis communication plans).

2. **Highlight the Value of Communication Skills for Project Success:** Emphasize that the ability to communicate clearly and effectively often outweighs project content in securing funding and building support. Participants will learn how essential communication skills are, even for roles traditionally outside of communications.
3. **Build on IWC10 Momentum and Increase Outreach:** This webinar leverages the progress made at IWC10, offering both new insights and a recap of key communication tools for those who could not attend in person.

Learning Outcomes

By the end of the workshop, participants will:

- Gain a robust understanding of communication tools that can be customized to their specific IW project needs.
- Develop practical skills in creating effective communication tools, such as social media campaigns and elevator pitches, to effectively communicate with their target audience.
- Learn how to use storytelling techniques to craft compelling messages tailored to diverse audiences, ensuring impactful and resonant delivery.
- Understand the importance of communication skills for successful project implementation and stakeholder engagement.
- Be equipped to communicate complex project goals effectively, making their outreach impactful and accessible.

Conclusion

The “**Ready, Set, Communicate**” webinar will offer IW project staff practical, hands-on tools that empower them to become more effective communicators, regardless of their role. This session builds on the momentum from IWC10, providing new resources to support impactful, persuasive communication in global water governance initiatives.

Contacts

For more information, please contact the IW: LEARN Project Coordination Unit at pcu@iwlearn.org and visit our website: <https://iwlearn.net/>

Webinar Agenda

Venue: Online via Teams <https://events.teams.microsoft.com/event/0de3cbf9-ae2c-43af-89f4-7e96499c464d@1d4fae52-39b3-4bfa-b0b3-022956b11194>

| Time | Section | Speaker |
|-------------|---|----------------------------|
| 14:00 | Check-in & Waiting Room | All Participants |
| 14:00-14:05 | Short greeting + house rules, clear roles + overview of the webinar agenda | IW:LEARN ICPDR |
| 14:05-14:20 | Ice Breaker: How to not Fall Asleep in a Webinar 😊 | ICPDR, All Participants |
| 14:20-15:15 | Toolbox Overview & New Additions <ul style="list-style-type: none"> • Target Audience Analysis: participants will be introduced to a cheat sheet that will help them refine their messages and who to target for more impactful communication. • Project Impact Story Template: A guide for crafting concise, compelling stories that highlight the real-world impact of projects. • Crisis Communications Plan Outline: Provides a framework to ensure responsive, transparent communication during challenging situations. • Digital Publication Tips: Guidance on creating effective digital pamphlets or one-pagers for project promotion, focusing on design and readability. | ICPDR, All Participants |
| 15:15-15:30 | Bonus Activity: Pitch Checklist A practical self-assessment tool for refining pitches, ensuring they are clear, persuasive, and audience specific. | ICPDR, All Participants |
| 15:30-15:45 | Q & A + feedback session | All participants |
| 15:45 | Webinar Ends | |