



**RVWRMP**  
Nepal-Finland Cooperation

## Communication and Visibility Guidelines

### RVWRMP

Approved by Project Supervisory Board on 29.06.2016 (15 Asadh 2073), Kathmandu



# Communication and Visibility Guidelines

## Objective of the communication and visibility guidelines

The objective of the guidelines is to communicate about the Project results, share success stories and lessons learnt to the audiences relevant for the Project. It is also about raising awareness on the Project objectives among the beneficiaries and giving acknowledgement to the financiers. The communication plan will work on the following levels: public communication to the Finnish audience; public communication and advocacy to the Nepalese stakeholders; communication on the Project objective to the Project beneficiaries; visibility of the Project and EU guidelines.

## 1. Communicating to the Finnish audience

The Finnish audience is divided into two groups based on their respective points of interest. Finnish taxpayers, who should be informed about the outcomes of the Project, will be targeted as one group and the Development Professionals (along with the staff of Ministry for Foreign Affairs of Finland), who will have an interest in the Project findings, will form the other targeted group.

### 1.1 Finnish audience:

Objective of communication:

*“Accountability to tax payers”*

Modes of communication:

- Tweets with useful hashtags
- Instagram with useful hashtags
- Videos shared on YouTube
- Paid Facebook advertisements in order to reach larger audiences
- Writer’s comments in local newspapers
- Hosting of Finnish journalists visiting the Project

For the purpose of informing the Finnish citizens about the development cooperation in Nepal, the Project should produce material which the audience finds interesting. Therefore case studies, short stories and audiovisual material will be used in communicating about the outcomes of the Project supported by the taxpayers.

With the use of hashtags new audiences can be reached through Twitter and Instagram. Twitter is favourable for the effective, short messaging and the possibility of linking Twitter users to the Project webpage and/ or

blog. Instagram is also a very effective way of communication, since it is possible to link the Project hashtags to other discourses and visualize the results for the audience.

All Twitter and Instagram messages should be written in English, but the hashtags can be both in English and Finnish. This will broaden the scope of discourses the tweets and Instagram posts connect with in the social media.

The following hashtags could be used for connecting with relevant topics:

#ihimisoikeudet	#humanrights
#kehitysyhteistyö	#NepalFinlandcooperation
#Nepal	#Menstruationmatters
#tulokset	#SDGs
#vesihanke	#waterandsanitation
#vesijasanitaatio	#WASH
#developmentcooperation	#waterandsanitationmonth
#HBRA	#womensrights

Thematic information about the Project will be posted on International Days:

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| • International Women’s Day (8 March)    | • Int. Day of Older Persons (1 October) |
| • World Water Day (22 March)             | • Sanitation Week                       |
| • World Health Day (7 April)             | • World Handwashing Day ( 15 October)   |
| • International Day of Families (15 May) | • World Toilet Day ( 19 November)       |
| • Menstrual Hygiene Day (28 May)         | • World AIDS Day (1 December)           |
| • World Environment Day ( 5 June)        | • Human Rights Day (10 December)        |
| • National Sanitation Week (5-11 June)   | • Renewable Energy Week                 |

All posts on Facebook, Twitter and Instagram are targeted for the Finnish, Nepalese and International audiences who are assumed not to be familiar with the project. Their interests should be considered and therefore all communication should focus on the outcomes of the project and the beneficiaries, rather than the processes, such as trainings, and the people doing it. Posted pictures should be explained well and no abbreviations should be used at any time (with the exception of the commonly known abbreviation WASH).

The new social media channels, Instagram and Twitter, will be shared with the Rural Water Supply and Sanitation Project in Western Nepal RWSSNP-Project, in order to collect material more easily and reach the audience more effectively.

**Tips for posting on social media:**

- Focus on what is interesting for the general audience; project outcomes, beneficiaries, inviting topics and appealing pictures
- Post high quality pictures only. Pictures can be edited with free photo editors, such as befunky.com
- Use the limited space to describe the event or the outcome of the picture, rather than explaining the precise geographical location
- Don’t use abbreviations, they are not familiar to all
- Use popular hashtags to connect the issue with other discourses in the social media

## 1.2 Finnish and other International Development Professionals:

Objective of communication:

*“Sharing lessons learnt”*

Modes of communication:

- Sharing lessons learnt with the development workers on kehitysmailiike emailing list
- Writing a blog on development and cultural issues, shared on Facebook and possibly by Keva or maailma.net
- Tweets with useful hashtags
- Instagram pictures with useful hashtags
- Articles in relevant media through hosting journalists

International Development Professionals should be reached in order to share the lessons learnt and the modalities tested by the Project. This international audience consists mainly of Finnish development professionals and staff of Ministry for Foreign Affairs of Finland, but can reach a wider audience too, for example through tweeting about Project outcomes and participating in international conferences and seminars. Communication targeted for the development professionals should include more statistical data than case studies.

Special emphasis should be placed on communication about the practical implementation of the human rights based approach in the Far- and Mid-Western Nepal, about access of the target population to basic assets and resources, that impact - people’s lives and livelihoods.

Here too collaboration with the RWSSP-WN Project can be done in reaching the Finnish audience more effectively. The already posted RWSSP-WN blogs can be directly translated to Finnish and posted on the Project blog. Some lessons learned from both Projects can be shared on the Finnish *kehitysmailiike* emailing list which is targeted for the Finnish development specialists.

Preparing presentations to international conferences, such as Stockholm Water Week, and participation of staff<sup>1</sup> in academic seminars enhances the sharing of lessons learnt and best practices.

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<sup>1</sup> Up to approximately 75% of all travel costs can be provided for staff members biannually, if approved by the PMT

## 2. Communication of the Project results and best practices on provincial and national level

Objective of communication

*“Networking, contributing to policy dialogue and exchanging information”*

Modes of communication:

- Seminars, workshops and conferences
- Press releases
- Meetings and networking
- Facebook and Twitter
- Media mobilization

### 2.1 Contribution in national policy dialogue in Phase II

In Phase II contributions to regional and national processes was limited by the long distance and high costs to travel from Kathmandu, which made it impossible to participate many of the national conferences and other events. However, Phase II had an impact WASH Sector Wide Approach formation such as the participation in WASH Joint Sector Reviews (JSR) and Sector Stakeholder Meetings since the first meeting in 2009 and the co-organization of Far West Regional monitoring visits prior to JSRs. In Phase II commenting was also done on the WASH Sector Development Plan (SDP) and the WASH Act. Phase II also participated in the Learning and Sharing Workshops of Department of Water Supply and sanitation.

Multiple use of water (MUS) was also promoted as a standard practice in different fora including the International MUS Conference in Kathmandu in February 2016. The National WUMP Guidelines were prepared jointly with HELVETAS. The Guidelines were sent to concerned departments (DoLIDAR, DWSS and SEIU) and their comments were received and incorporated in the final draft in January 2016. The final draft is presently translated to Nepalese and will be promulgated by the Ministry of Drinking Water Supply and Sanitation and Ministry of Federal Affairs and Local Development.

Phase II also contributed to the strengthening of FEDWASUN at National and Regional levels with themes like strengthening of User Committees for procurement and O&M, water safety plans, etc. Staff also participated in the Post Disaster Needs Assessment (PDNA) in two affected districts after the 2015 earthquakes and in task force to establish National Climate Resilient Water Supply Guidelines

### 2.2 New impetus for policy dialogue contribution

The new Phase of RVWRMP will also bring a new drive for the Project’s contributions to the policy dialogue at provincial and national level.

In the beginning of Phase III there is a new beginning for the following reasons:

- The responsibilities on water supply and sanitation were transferred from the Ministry of Urban Development to the newly established Ministry of Water Supply and Sanitation, which can be expected to be more interested in rural water supply and sanitation.
- The Sector Development Plan will be concluded after a three year process. Its implementation is planned to start from the beginning of Fiscal Year 2073/2074 (16 July 2016).
- The National WUMP guidelines will be published and divulged jointly by the Ministry of Drinking Water Supply and Sanitation and Ministry of Federal Affairs and Local Development. This is expected to create a demand for training.
- The (quite impressive) achievements of RVWRMP II were formalized through the approval of its final report and can be used in creating interest to the work done by RVWRMP.
- The Constitution of 2015 creates the provincial authorities with a strong mandate over natural resources including water. The provincial authorities will replace (in an enhanced form) the present regional authorities.

RVWRMP III covers area of interest for more than ten Ministries of Government of Nepal. The major policy dialogue participation will be limited to drinking water, sanitation and hygiene sector. The national WUMP guidelines can, however, be considered as a major national effort to harmonize a multisectoral approach to the use of water resources. With other sectors (agriculture, irrigation, small industries, energy, etc.) the Project aims at influence at provincial/regional level using its good working relations with both Far -and Mid-Western regional authorities in these sectors.

## 2.3 Sharing lessons learnt

In communicating about the success and lessons learnt the Project will work through the print and digital media in Nepal. This information can also be shared in Finland. Phase III can take part in the national and regional level events regarding water, local governance and livelihoods development or organize events jointly with other sectoral actors or Finnish projects to communicate about these issues to wider audience.

The Project will organize a thematic workshop on national level in Kathmandu every year and these one day workshops are directly linked to the work of national Thematic Working Groups. This work is to be closely coordinated with Sector Efficiency Improvement Unit (SEIU).

An important part of the communication plan is to provide information on the demonstration activities of the Project. These include micro-hydro, Multiple Use of Water –schemes and livelihoods as well as the integration of the WUMPs into these village level plans. This could be organized through exposure visits from other VDCs to the demonstration sites. These demonstration activities should also be part of the issues to be communicated at the national level in order to attract other stakeholders' attention to the demonstration and gain larger funding base for the activities in those VDCs, which are not covered by the Project.

The Project will invite local and central level news reporters in the field visits of the high level dignitaries to have media coverage of the Project. Additionally press statement can be released of each visit and shared in different media channels.

### 3. Communicating toward the Project objective

Objective of communication:

*“Raising awareness and promoting total behaviour change”*

Modes of communication:

- Printed materials: leaflets, posters, stickers
- FM Radio: programs, public announcements and jingles
- Participatory communication: Street drama, cultural events
- DDC/VDC level inception meetings/workshops

Effective communication has a vital role in total behaviour change (TBC) in hygiene and sanitation as well as in nutrition in the Project catchment areas. The Behaviour Change Communication (BCC) materials should be delivered in local languages through different information sources. The public will be reached by encouraging newspaper articles on issues by journalists who have been sensitized, producing radio jingles, public announcements and programs, printed materials (posters, comics and stickers), community activities in connection with festivals and specific celebrations, and organizing street dramas etc.

Messages to be given include:

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| <ul style="list-style-type: none"><li>• Hand washing with soap and cleaning agents at critical times</li><li>• Safe disposal of faeces</li><li>• Handling water and food properly</li><li>• Regular nail cutting, bathing, clothes washing, brushing teeth, daily combing</li><li>• Home gardens for nutrition &amp; food security</li><li>• Menstrual hygiene and use of sanitary</li></ul> | <ul style="list-style-type: none"><li>• pads/materials</li><li>• Use of toilets and taps during menstruation</li><li>• Proper waste management in and out of the home</li><li>• Eating nutritious food</li><li>• Active participation of women and disadvantaged groups in project activities</li></ul> |
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#### **Tips for Preparing BCC Materials**

- Using active and powerful sentences and words
- Using words and phrases familiar to the target audience
- Insuring the visual communication and text are clearly related
- Avoiding diagrams, graphs and other complicated pictures
- Placing the pictures in logical order
- Placing related message and illustration together
- Not overcrowding printed materials.

The beneficiaries or the rights holders of the Project should be sensitized in the Human Rights Based Approach. Through creating access to information and human rights awareness on the rights to clean water and sanitation and who is responsible for providing the services in the communities, as well as the responsibilities of community members, the lines of accountability between the duty-bearers and right-holders will be strengthened and empowered respectively.

The Project supports empowerment through understanding gender and social inclusion (GESI). It is important to promote GESI also through communications. Social inclusion will be considered at all stages of communication especially when communicating about equal use of water resources and access to other assets. Gender equality and the issue of Chhaupadi will be addressed through communication and sharing information about menstrual hygiene management (MHM). People with Disabilities also have the right to access water and sanitation, and their opinions and experiences should be included, as one of the disadvantaged groups that the project deals with. Participatory communication such as organizing street drama events or including the issues in festivals will be used in raising awareness on GESI issues.

#### 4. Project visibility

Objective of visibility:

*“Acknowledging the financiers and branding of the Project”*

Attention will also be paid to the visibility of the Project in order to acknowledge the financiers and as a basic rule of transparency. In all materials produced by the Project, the RVWRMP-logo will be placed in a visible place. Also the emblem of the Government of Nepal, the “Supported by” - logo of the Ministry for Foreign Affairs of Finland and the Finnish Consulting Group logo will be placed in a visible place. If EU funding is assured, the EU flag will enjoy an equally prominent place and size as the other relevant logos. EU disclaimers will be used when necessary.



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## 5. EU guidelines for communication

The Project will follow the EU Communication and Visibility Guidelines. The Guidelines give valuable advice on effective and appropriate communication of development cooperation and have been carefully considered while developing this Communication and Visibility plan. Some highlights from the guidelines are mentioned here:

- All information shared should be accurate and always targeted for the right audience.
- Attention should be paid to that the information provided is interesting for the audience.
- Communication should focus on the outcomes and the beneficiaries, more than the processes and the people doing it.
- Methods of communication selected and messages given should be compatible with prevailing social religious norms in the place where the communication activity is carried out.
- The guideline also suggests that in order to maximise the impact the local language should be used as far as possible.

## Annex 1. Communication and visibility plan matrix

Type of communication	Target audience	Objective	Tools	Comments
Public communication	Finnish general audience (tax payers)	Accountability to tax payers	Facebook, Twitter, Instagram, Newspapers, blog	Reaching new audiences through short appropriate hashtags on Twitter and Instagram. Hosting journalists and sending readers' comments in local newspapers
Public communication and networking	Finnish and other development professionals	Sharing lessons learnt	Facebook, Twitter, Instagram, newspapers, blog, studies, seminars and conferences	Information and research publications, hosting of development oriented journalists, updating Project website, newsletters on email lists
Public communication and networking	Provincial and national level: Stakeholders such as government agencies, other subject specific projects, local donor funded projects	Networking, dialogue and exchanging information	Facebook, Twitter, printed media, meetings, seminars, workshops, conferences	Include the local and central level news reporters in the field visit of the high level dignitaries. Participation in seminars and workshops where sharing the lessons learnt and best practices
Communicating on the Project objectives	Community members, public authorities, political leaders	Raising awareness, promoting participation and inclusiveness, and promoting total behaviour change	Jingles, programs and public announcements on radio. Printed materials: leaflets, brochures. Participatory communication: street drama, cultural events.	Empowerment through HRBA and GESI as a cross-cutting issue. Message delivered in local languages through different media. Participatory production of communication.
Visibility	Beneficiaries, stakeholders, general public	Acknowledging the financiers	All materials produced by the Project	Adding Project logo and the logos of the financiers in visible places. Retrospectively adding logos is possible to earlier noticeboards or publications where missing.