Communicating on Nbs and Water to scale up the MedYWat Network
Table of Contents

01 Introduction
02 Internal Communication
03 Branding
04 External Communication
Introduction to REVOLVE

Communication agency and media group fostering cultures of sustainability.
Objectives

• To help the MEYWAT Network to improve their efficiency and effectiveness through the creation of internal communication processes that create a cohesive organisational culture

• To provide the youth network with leadership and communication skills to present themselves and communicate about the network externally

• To raise awareness about NbS and disseminate effectively the MYWN

• To translate technical into appropriate messages for different audiences
• To influence and educate relevant stakeholders with the aim of creating demand and knowledge, while positively affecting technology uptake, research and legislative framework development
Understanding Communication

**Internal Comms**
- Intranet
- Emails
- Meetings
- Training
- Newsletters
- Phone Calls

**External Comms**
- Websites
- Social Media
- Flyers
- Events
- Photography
- Advertising
- News Releases
- Conferences
- Speaking Engagements
Brainstorming session to answering to the questions of Site Map

Internal communication is significant in any organisation because it is the building block of the organisational culture. The organisational culture is the atmosphere of the organisation based on its values, mission and work processes.

Some basic principles to keep in mind when creating your strategic internal communication plan are:

• Develop a long-term focus
• Identify clear values for your organisation
• Define the specific goals for your internal communication strategy
• Use comprehensive, pervasive methods
• Be consistent in your messages
Internal Communication
Tools and Tactics

Get Creative!

Brainstorming session to identify tools and tactics you can consider using to improve the internal communication

A tool is a medium of communication, the instrument that you can use to reach your audience, while a tactic is the manner in which you use the tool.

Examples

• In-person communication
• Printed Communication
• Information Technology based Communication
Design your Brand

Brainstorming session to work on the “Design” phase of your personal brand

Tool: Appendix provides a personal survey.

The Three C's of Branding when communicating about MEDYWAT Network externally

- Clarity
- Consistency
- Constancy

Pitch role exercise:

Elevator presentations: Volunteers will give a 1 minute presentation introducing the network and themselves in a coherent manner
External Communication Approach

- Focus on how to address efficiently and influence effectively the different relevant stakeholder groups

- All the communication activities and tactics, as well as the communication channels that will be used, need to be in line the project life-cycle and milestones

- Provide additional communication support to the activities and initiatives that are demonstrating the impact of using NbS (including pilot projects, trainings, NbS in primary and secondary education)

- Consider MYWN throughout the communication decision-making process in order to create a joint and cohesive message that will be shared in the long-term vision
The Process
Developing a strategy

The information you uncovered in the previous section should and will inform all the decisions that you make with regards to the different sections of your strategy. The following are the necessary steps in this process.

1. Determine your goal
2. Define your objectives
3. Define your audience
4. Identify your key messages
5. Identify tools and tactics
6. Develop an implementation plan
7. Finalise the strategy
8. Monitor, Evaluate and Update
The Audience
Stakeholder mapping

Complete the exercise followed by open discussion for each participant to contribute with their target audience analysis

Potential structure and functionality with an approach to influence and convince target groups

There are three questions or considerations to bear in mind when identifying stakeholders.

• Who are our main stakeholders?

• What is the purpose of dissemination or communication to specific target groups and stakeholders?

• Which specific stakeholders are key?
The Message
Content themes

Brainstorming session to identify key themes, messages and tag lines when communicating about water and NbS

Tool: Fill the document with keywords or 3, 4 words aimed at increasing the project impacts amongst the target audiences.

In order to reach the relevant target groups, influencers and increase the outreach we need to identify relevant content themes and key messages that will be used to create valuable content.
## The Medium
### Communications Channels

<table>
<thead>
<tr>
<th>Campaign type</th>
<th>Tools</th>
<th>Tactics</th>
<th>Frequency</th>
<th>Monitoring</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>Online banners, downloadable pdfs, photos, graphics, videos of pilot project, project information, news, events.</td>
<td>Integrate call-to-actions (for download or sign up) to gather data. Showcase expertise and share results and impact of the projects publicly.</td>
<td>Quarterly</td>
<td>Google Analytics</td>
</tr>
<tr>
<td>Newsletter</td>
<td>Mailchimp, editorial, photos, infographics, videos, project information, news, events,</td>
<td>Use call-to-actions to gather data and increase website outreach. Showcase expertise and influence perception about straw.</td>
<td>Twice a year</td>
<td>Mailchimp and Google Analytics</td>
</tr>
<tr>
<td>Social Media</td>
<td>Online banners, downloadable pdfs, photos, graphics, videos, project information, news, events</td>
<td>Drive traffic to website, increase visibility of Upstraw, generate leads, build loyalty</td>
<td>Weekly</td>
<td>Insights page or COOSTO</td>
</tr>
<tr>
<td>Though Leadership material</td>
<td>Interviews, articles, storytelling stories, facts &amp; figures</td>
<td>Human touch, document NbS growth and evolution</td>
<td>Quarterly</td>
<td>GA and ISSUU</td>
</tr>
<tr>
<td>Video</td>
<td>live-streaming clips, documentary, and others</td>
<td>Use internal pilot project camara footage to share content</td>
<td>Quarterly</td>
<td>Insights page</td>
</tr>
<tr>
<td>Media Relations</td>
<td>Press release, media partnerships for pilot projects and event media coverage</td>
<td>Target national media and national water associations</td>
<td>Timescale to be confirmed</td>
<td>Press clippings document</td>
</tr>
</tbody>
</table>
## The Network
### Social Media channels

<table>
<thead>
<tr>
<th>Channel</th>
<th>Goal</th>
<th>Tactics</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>Grow a community</td>
<td>Inspire by using visual elements, related news from other sources, news &amp; event updates, positive stories about sustainability, modernity and wellbeing</td>
<td>Weekly</td>
</tr>
<tr>
<td>Twitter</td>
<td>Build Momentum</td>
<td>Follow influencers from the target groups, and stakeholders. Re-tweet and post in relevant public events</td>
<td>Special events</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>Encourage interaction with relevant target groups and stakeholders</td>
<td>Participate in group discussions, initiate a debate, share an article</td>
<td>Twice a month</td>
</tr>
<tr>
<td>ISSUU</td>
<td>Inform with thought-leadership documents to influence decision-makers</td>
<td>PDF content: in Flipbook format and uploading to the Issuu platform</td>
<td>Quarterly</td>
</tr>
<tr>
<td>Youtube</td>
<td>To engage with a bigger audience and create trust. Encourage social share</td>
<td>Present creatively the ground-work via project exemplary videos, live-streaming clips. Knowledge transfer via video-interviews, Influence via TV coverage</td>
<td>Quarterly</td>
</tr>
<tr>
<td>Pinterest</td>
<td>create awareness and create leads to (inter) national website(s)</td>
<td>share pictures from various countries to facilitate cross channel leads</td>
<td>Twice a month per country</td>
</tr>
</tbody>
</table>
Collaboration is a joint effort between two or more people, free from hidden agendas, to produce an output in response to a common goal or shared priority.

Collaboration works best when relationships are treated as genuine partnerships.

What ingredients are essential for collaboration to grow and flourish?

**STRUCTURAL INGREDIENTS**
- Shared Goals
- Interdependence
- Skills
- Accountability

**BEHAVIOURAL INGREDIENTS**
- Character
- Commitment
- Authentic Communication

**COLLABORATIVE PARTNERSHIPS**
Thank you.

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