Comprehensive Communication Strategy
CONVERGING COMMUNICATIONS TO THE JORDAN NAP

As part of the new 10 strategic goals for the UNFCCC, this communication strategy will act as a national roadmap to effectively influence different key stakeholders to address desertification, land degradation and drought through effective advocacy, awareness and education.

In the 3rd Jordanian National Action Plan (NAP) to Combat Desertification, communication was absent. As part of the new UNCCD strategy, it was found that communications that help achieve effective advocacy and behavioral change is needed. Therefore, the fourth Jordanian NAP converges’ a communication plan and strategy into its effort to address desertification, land degradation and drought.

To overcome the persistent challenges of DLDD stakeholders from different sectors and local communities themselves will need to change their behavior to create effective partnerships that aim at reversing and preventing desertification, land degradation and efficiently mitigate effects of drought. This requires a sophisticated communication strategy that considers all the steps from communication to sustained action and behavioral change.

From a communications perspective this presents some challenges:

- It is evident that there is a gap in communications between the local community and government bodies. This poses as challenge when taking advocacy and social marketing into consideration, especially that local knowledge is not incorporated in local policies and plans.
- There is a weak institutional imperative; weak active roles of the National Desertification Committee which therefore affects the link between strategies and operational aspects as well as coordination with climate change and CBD national committees for alignment actions and interests.
- Having a weak link between operational/implementation and strategies directly affect the sustainability of initiatives on land management causing huge gaps between awareness and behavioral change.
- The image of drylands is still somehow seen as unproductive land with no economic and/or social value.
AIM

This communication strategy will act as a national roadmap to effectively influence different key stakeholders to address desertification, land degradation and drought through effective advocacy, awareness and education. It plans to produce high quality technical assistance in advocacy and social marketing to contribute to progress towards long term goals with clear objectives and indicators to assess outcomes and the effectiveness of actions.

- Raising the understanding of desertification, land degradation and drought across sectors
- Create synergies between desertification, land degradation and drought, and climate change adaptation, mitigation and biodiversity conservation.
- Increase governments capacity and capability for monitoring sustainable dryland management and desertification
- Increase local community and government knowledge of cost effective sustainable land management solutions
- National policies better integrate local knowledge of dryland restoration
- Increased mobilization of multiple stakeholders in addressing desertification, land degradation and drought
- Effectively monitor the efficiency of communication and the role of different stakeholders in improving sharing knowledge and information.

TARGET AUDIENCE

It is important to note that creating a plan for behavioral change can only be sustainable if proper incentives are created. Change in behavior can only be possible if awareness is combined with incentives and alternatives.

This section outlines the communications objectives by target group.

<table>
<thead>
<tr>
<th>Group</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Government</td>
<td>- Policy makers</td>
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<tr>
<td></td>
<td>- Ministries</td>
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<tr>
<td></td>
<td>- Municipalities</td>
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<tr>
<td>Local</td>
<td>- Local communities</td>
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<td></td>
<td>- CBOs</td>
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<td></td>
<td>- NGOs (local)</td>
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<tr>
<td>Key professionals</td>
<td>- Universities</td>
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<td></td>
<td>- Research institutions</td>
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<td></td>
<td>- Professionals</td>
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<tr>
<td>International Organizations</td>
<td>- Donors</td>
</tr>
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<td></td>
<td>- Research organizations</td>
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<tr>
<td></td>
<td>- International organizations</td>
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<tr>
<td></td>
<td>- Implementing organizations</td>
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<tr>
<td>Media</td>
<td>- Local media channels</td>
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<td></td>
<td>- Social media</td>
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<td></td>
<td>- Online blogs etc.</td>
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Ministers, high-ranking government officials and parliamentarians

Objectives:

- Jordan aligned NAPS and SLM and DLDD issues integrated into developing plans and relevant investment plans and policies
- Effective communication of DLDD synergies with climate change and biodiversity conservation
- Establish or update an existing data base and information unit about DLDD and other collaborating sectors

Desired Change:

- Integration of Local knowledge including women and economic benefits in policies and plans.
- Establishing a committee to help initiate the integration of SLM, and green technologies in national policies taking into consideration the gender representation and needs
- Establishing a scientific body that monitors and assesses biophysical and socio-economic trends and having a communication expert on board.
- Raising awareness on threats of land related issues, living conditions, food security and others.
- Raising awareness on the link between DLDD and climate change and biodiversity conservation
- Enriching the knowledge of ambassadors on the conditions and mechanisms of DLDD
- Engaging the local community; including women and youth as main stakeholders in all communication plan processes to address their needs and knowledge
- Investing in public funds for developing supportive local policies that include awareness raising and social marketing and the use of green technologies
- Improving knowledge on biophysical & socio-economic data to help in improving decision making.
- Using positive models from local traditional knowledge to showcase achievements
- Developing a framework with clear and effective mechanisms to mobilize resources across institutions
- Collecting sufficient data collected nationally for baseline data and M&E
- Creating a robust baseline with data about socio-economic and biophysical trends
What can be done?

- Exposure to best practices, positive local community (users groups and their local knowledge including women) activity models.
- Using economic valuation studies
- Produce gender sensitive local community awareness plans.
- Integrate DLDD issues within educational curriculums.
- Increased exposure to best practices, positive local community activity models.
- Produce a social marketing and awareness plan targeting behavioral change aimed at decreasing human influenced effects.
- Design and implement training workshops to enhance capacities of monitoring units on data storage, analysis and reporting
- Design and implement a set dissemination plan
- Design and implement a M&E plan

International organizations

Objective:

Creating an effective strategy towards SLM projects

Desired Change:

- Setting implementation strategies that target DLDD and related issues
- Diverting financing and funds towards new approaches (green technologies)
- Increasing the capacity of local communities and government institution about DLDD, SLM ensuring gender equity and mainstreaming issues.

What can be done?

- Use annual national studies to support.
- Include national experts in the field
- Use needs assessments for local communities including women, Pastoralists, farmer, youth, local CBOs and different land users groups
- Conduct training and capacity building workshops
- Be part of any DLDD and SLM scientific body
The media

Objective:

DLDD and relevant issues like climate change and biodiversity conservation are highlighted in the news, stories and have a bigger audience

Desired Change

- Writing positive stories about dryland restoration and local community engagement
- Writing stories to increase awareness about DLDD effects on other sectors
- Creating a solid rationale and information behind dryland restoration and local community engagement
- Highlighting that dryland in Jordan as an opportunities for improving affected population livelihoods.

What can be done?

- Increase awareness about dryland issues by showing interest and attending national and local initiatives
- Helping locals in advocating for their rights and showcase positive local models including a unique local knowledge in addressing impacts of DLDD including women, Pastoralists, farmer, youth, local CBOs and different land users groups
- Greater interest in addressing positive outcomes rather than tragedies

Key Professionals

Objective

Data and case studies produced for effective dissemination (showcasing DLDD effects and synergies)

Desired Change

- Annual case studies produced show casing specific area DLDD effects
- Annual case studies produced and allowed for dissemination locally/nationally
- Produced cases analyzing the drivers of (policy, institutional and financial and socio-economic) of land degradation from different stakeholder perspectives including local communities indicators in dealing with DLDD

What can be done?

Being part of governmental scientific bodies
Non-governmental organizations and civil society organizations

Objective

Individual ability to manage and protect their environment

Desired Change

- Increasing the ability to manage grazing as a pest practice for SLM.
- Increasing the ability towards sustainable Dryland management.
- Increasing awareness and capacity towards DLDD and SLM and related issues
- Increasing local community ownership
- Increasing coordination and collaboration among CBOs and municipalities and women groups at local level.
- Increasing the use of greener and newer technologies on the ground to support SLM.

What can be done?

- Advocate & lobby for local interests while capturing indigenous knowledge.
- Participate in and get involved in local initiatives.
- Be part of the change process and planning process
- Attend capacity building and training workshops
- Attend TOT workshops to widen capacity building in local areas
TOOLS

- Through proper dialogue with line institutions
- Through participatory engagement.
- Documenting local knowledge for sharing and builds on.
- Through proper dialogue with local community reps including women, Pastoralists, farmer, youth, local CBOs and different land users groups
- Through participatory engagement.
- Use: field visits, interviews, workshops, problem analysis tools, showcasing positive models and alternative benefits, local media
- Through proper dialogue with local community reps including women, Pastoralists, farmer, youth, local CBOs and different land users groups
- Through participatory engagement.
- Through collaboration with different research institutions and departments of statistics
- Being part of local/national and global conferences and workshops
- Strong participatory approach in all local initiatives (national or local) through implementing agencies
- Annual conferences and workshops aiming at disseminating valuable information
- Interviews, video, workshops and being part or attending local initiatives and conferences
- Newspaper, Celebrating World Earth Day, Combat Desertification day .....
5. More innovative communication tools are needed that are better tailored to the needs of different audiences.

6. Populatizing of knowledge on how to manage dryland ecosystems and their degradation.

7. Greater understanding of technical issues like costs and benefits of SLM options.

8. Effective monitoring of communication actions is required to understand changes in knowledge, attitudes and practices towards SLM and DLDD.

The following graphic illustrates the key components of an effective communication strategy: a detailed strategy has been developed in parallel with this NAP revision and is available online. The graphic illustrates the importance of posing four questions before communicating: what is the aim of the communication, who is the target audience, what do you want them to change (their knowledge, their attitudes or their practices), and based on this, what is the best medium of communication to deploy. The graphic shows that the nature of the communication tool is highly dependent on the complexity of the issue being presented and an effective communication strategy may be an unorthodox approach, such as working in partnership with the intended audience to jointly learn about an issue through participatory research or action.

Operational Objective 5 on Financing and Technology Transfer targets an “Integrated financing strategy to mobilize and improve coordination of national and external financial and technological resources”. The Objective includes four outcomes: raise national budgeting, increase resources mobilization from external sources, boost innovative financial sources, and expand technology transfer from other countries.

Below is an illustration of the coherence of the The Aligned National Action Plan to Combat Desertification in Jordan 2015-2020 with earlier financing strategies, notably the IFS produced in 2008. The revised NAP addresses the four main elements of the IFS, three of which are integral to Objective 5 on Finance and Technology Transfer, and the third of which is reflected in Operational Objective 2 on the Enabling Environment. The former IFS fails to address technology transfer, which is a particularly high-value strategy for mobilizing support to Jordan to boost efforts on DLDD and SLM. The former IFS was also unable to provide the comprehensive overview of resources required to strategically address DLDD as it was developed in the absence of an updated and comprehensive NAP. As a result, there is a number of strategic actions that is missing from the earlier IFS and further work is needed to produce a more thorough strategy, as recommended in the above.

Table 7. High Priority Activities for Delivering Operational Objective 5

<table>
<thead>
<tr>
<th>NAP Operational Objectives’ Outcome</th>
<th>IFS 2008 Outcome</th>
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</thead>
<tbody>
<tr>
<td>“Financing and Technology Transfer”</td>
<td></td>
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<tr>
<td>NAP Operational Objective 2: Policy Framework (To develop an enabling environment for solutions to combat desertification and mitigate the effects of drought)</td>
<td>Enhanced enabling environment for resource mobilization in Jordan</td>
</tr>
<tr>
<td>5.1. Increase in national budgeting and budget monitoring across sectors for direct and indirect actions to combat desertification</td>
<td>Enhanced mobilization and allocation of internal resources</td>
</tr>
<tr>
<td>5.2. Increase in targeted resource mobilization from multilateral and bilateral donors and International Finance Institutions</td>
<td>Enhancing resource mobilization from external sources</td>
</tr>
<tr>
<td>5.3. Identify and mobilize innovative sources of finance, including private sector investments, specific investments from the banking sector, corporate social responsibility, and voluntary contributions</td>
<td>Enhanced mobilization of innovative sources of financing</td>
</tr>
</tbody>
</table>

Operational Objectives. It is highly recommended to update the outdated IFS of 2008 to reflect the actual financial resources that should be mobilized to achieve the different objectives in this strategy. The IFS should be communicated with all concerned parties and stakeholders involved in the implementation of the NAP.