IIDEA COMMUNICATION REQUIREMENTS – PROJECTS

1.0 BACKGROUND

IIDEA will support various projects either through technical or financial support. As part of the IIDEA project concept and the broader communication strategy, the proposed innovative projects are expected to record and communicate key progress achieved during their project implementation. Therefore, cconstant communication and publicizing of the project activities is an integral part of the project, and as such, the project implementers will regularly provide communication materials such as photos, videos, interviews clips and reports, articles, success stories etc. from their project implementation activities to their beneficiaries.

2.0 OBJECTIVE OF THE GUIDELINE

The objective of the communication guideline is to supported the development of the IIDEA innovative projects focus on the main aspect of the communication expected in the development and implementation of the project with clear strategy on how the project target to inform the general citizenry and key stakeholders on key milestones and progress achieved.

3.0 GUIDELINES FOR COMMUNICATION REQUIREMENTS

The followings should guide the project implementers on developing their own communication strategy of their proposed innovative project. Their proposed strategy should include but not limited to the below;-

1. A yearly project communication strategy with activity schedule and budget for activities that will be carried out within the national or regional scope.
2. Documentation of current status – through fact sheets, radio interviews, publications in local newspapers or magazines;
3. Announcement of support received form IIDEA;
4. Progress reporting every quarter on key impact areas of political, social, economic, environmental, technological or legislative gains achieved as a result of the support from IIDEA;
5. Video clips and photography for projects activity i.e. new installations, machines, markets areas as a result of the cooperation;
6. Local journalists and media houses invited to cover the project at key stages of the cooperation e.g. inception stage, launch of a new product;
7. Project leaders communicate the success of the projects via social media channels.