

Annex 4. Project Communications Matrix (as updated at Inception Workshop)

Notes: Communication materials to be prepared in both english and bangla for national and district level Bangladesh stakeholders [1-4], in bangla only for Bangladesh local levels [5, 6, 8] and in english only for Indian/regional and DFID stakeholders [9, 10]
 Bangladesh policy and manager level activities to focus on DOF 'Fish Fortnight' where appropriate and feasible, at a date yet to be announced in July/August
 Bangladesh sluice gate managers' activities to coincide with critical 'open-gate' time at start of flood (~June, depending on rains)
 Bangladesh sanctuary training activities to be held in September to coincide with approaching dry season

Communication stakeholders	Research Product / message to be communicated	Current knowledge, attitude, practice of stakeholders	Communication objectives: Desired outcome of communication / promotion	Communication channels and media in which research product will be communicated	Approach to monitor and evaluate implementation of communications plan
1. National policy makers in Bangladesh					
Min. of Fisheries & Livestock	Guidelines on fish sanctuaries, stocking and self recruiting species (SRS)	National policy makers in Bangladesh have tended to prioritize their own sectors but are now more aware of the need for integrated management. National water policies now require management of sluice gates for multiple beneficiaries; national fisheries policy requires sanctuaries and CBFM, and sanctuaries are now being developed in FFP, CBFM2, MACH sites.	Enhanced level of awareness amongst key national level policy makers on the importance of integrated resource management, and adaptive, dynamic management approaches, and the need for more widespread use of sanctuaries, and better design of FCDIs including 'fish friendly' sluice gates and their management in new projects. Awareness raised also on relevant approaches to future climate changes impacts.	<ul style="list-style-type: none"> - Policy briefs (co-authored where possible by senior ministry staff) - Policy dialogue with key influential stakeholders in one-to-one meetings and small multi-stakeholder workshops - Sponsorship of Fish Fortnight seminar with DOF about floodplains management - Depending on suitable timing... promotion of key FMSP messages into draft 'Parliamentary Policy Paper on Fish Sanctuaries' (may already be finalised) - Copies of outputs to be given to national policy makers who are unable to attend the workshop 	BCAS and CNRS will monitor inputs and outcome; IIED, CNRS & BCAS will evaluate.
Min. of Agriculture	Guidelines on sluice gate management and FCDI design re water needs for fisheries production (noting also NRSP guidance)				
Min. of Water Resources					
Min. of Land	Need to release more jalmohol land for use as sanctuaries; evidence of benefits etc				
MPs	Need for integrated management and new knowledge of floodplain dynamics and management options				

2. Natural resource researchers and trainers in Bangladesh					
University academics / research institutes	FMSP knowledge on FCDI and sanctuary impacts and assessment methodologies	Aware of need for integrated floodplain management but need examples, tools, methodologies, etc	To raise capacity for training and awareness of source materials (NB: may need assistance with internet browsing etc)	- Provision of PowerPoint packages for incorporation into existing training programmes (eg. FRI, WDB, Dhaka University Fisheries Dept, BAU Mymensingh Fisheries Dept.)	BCAS and CNRS will monitor inputs and outcome; IIED, CNRS & BCAS will evaluate.
Training institutes (govt & NGO)	FMSP guidelines (as appropriate to each training institute)				
BCAS and CNRS 'Centres of excellence in floodplain knowledge'	Full suite of FMSP knowledge, including awareness of NRSP, KaR etc outputs	Already well established and institutionally linked with Bangladesh agencies and projects	Enhanced knowledge of technical options and tools for integrated floodplain management	- Preparation of 2-page summaries of FMSP (also to contribute to FMSP programme level database) to complement summaries of other Bangladesh projects - Development of web sites to provide access to e-docs and directions to hard copy grey literature in library	
3. National managers/planners in Bangladesh					
DOF	Guidelines on fish sanctuaries, stocking, SRS	Most sub-sectoral stakeholders (e.g. fisheries, irrigation, agriculture navigation, etc) unaware of integrated water management issues, or of <i>how</i> to implement new policies for sanctuaries and integrated sluice gate management	Water sector managers better able to implement integrated water management on floodplains, recognising multiple objectives of agriculture, fisheries and other sectors	- Presentation of management guidelines and policy briefs at senior managers monthly meetings, including emphasis on planners of new FCDI projects (e.g. as PowerPoint presentations + leaflets and/or other hard copy handouts) - Articles for BCAS 'Bangladesh Environmental News' newsletter, also submitted for use by other agencies' newsletters (e.g. ITDG, CBFM-2, BWDB 'Pani Parikroma' – 'Water Circulation', DOF Fish Fortnight Souvenir magazine, DAE Agric. Info. Service Monthly mag.)	BCAS and CNRS will monitor inputs and outcome; IIED, CNRS & BCAS will evaluate.
Dept of Agric. Ext.	Guidelines on sluice gate management and FCDI design				
BWDB					
WARPO					

4. Local level managers in Bangladesh					
Fisheries managers at district / upazilla level	New national policies for water and fishery management in Bangladesh. FMSP guidelines on sanctuary selection and management, SRS and sluice gate operation and benefits of use.	Many local level officers not aware of national policy developments or need for integrated management	Adoption of national policies and improved local management practices	<ul style="list-style-type: none"> - Briefings at upazilla monthly meetings in 2-3 priority locations (to be selected by DOF Director of FRSS, Rafiqul Islam) - Distribution of FMSP guidelines in leaflet form in priority locations (see DFID SUFER project guidelines for formats) - Newsletter articles (see 3 above) 	BCAS and CNRS will monitor inputs and outcome; IIED, CNRS & BCAS will evaluate.
Agriculture managers at district / upazilla level					
Water managers at district / upazilla level					
Local govt. admin.					
5. Local floodplain resource managers in Bangladesh					
Sluice gate management committees / operators	Guidance on management of sluice gates for multiple benefits	Sluice gate operators currently unaware of potential for complementary use for both agriculture and fisheries and/or unaware of national policies for equitable operation	Sluice gate managers adopt new guidelines for operation of sluice gates to favour fisheries as well as agriculture	<ul style="list-style-type: none"> - Focus groups / training in FMSP sites in Tangail and Pabna, to coincide with start of flood (~June), including hard copy materials as available at this early project stage 	BCAS and CNRS will monitor inputs and outcome; IIED, CNRS & BCAS will evaluate.
NGOs / CBOs in existing project sites	Guidelines on sanctuary site selection and management (+ others as per interest in each site)	Open to idea of sanctuaries but limited experience in using	Enhanced capacity for use of sanctuaries (allowing for integrated management needs)	<ul style="list-style-type: none"> - Focus group meetings with selected CBOs at project sites of CBFM2, FFP 	
6. Floodplain resource users					
Fishers	Need for sustainable and equitable resource use, and biodiversity needs etc. Guidelines and benefits of sluice gate management and sanctuaries.	Poor awareness of need for sustainable management e.g. using sanctuaries; fish out all dry season waterbodies whenever possible	Encourage respect for new sanctuary initiatives emphasising long term livelihood benefits	<ul style="list-style-type: none"> - Street theatre + pot songs – up to 10 locations/performances at selected sites, during Fish Fortnight, with invitations to TV media to film and distribute nationally - Newspaper article prepared (based on newsletter material) and promoted to target 'green' newspapers (e.g. 'Bangla Daily') 	BCAS and CNRS will monitor inputs and outcome; IIED, CNRS & BCAS will evaluate.
Farmers	Need to manage water levels for both agriculture and fishery production	Prioritise crop irrigation needs over fisheries	Farmers accept need to modify sluice gate use for multiple benefits		

7. Private sector					
Possible inclusion in project to be explored by BCAS					
Private enterprises involved in extensive stocking (e.g. in Daud Kandi upazilla)	Importance of SRS in culture ponds	To be investigated			
8. Natural resources management and development projects in Bangladesh					
4 th Fisheries Project	Guidelines on sanctuary selection and management, SRS and sluice gate operation	Already involved in sanctuary development and integrated management to varying degrees, but limited awareness of FMSP and NRSP outputs	Enhanced awareness of available FMSP guidelines and knowledge on integrated floodplain resource management	<ul style="list-style-type: none"> - Provision of bill boards and posters for display in project locations (to be selected project partners); focus on clear simple messages and good artwork / presentation - Provision of PowerPoint packages for use in training programmes 	BCAS and CNRS will monitor inputs and outcome; IIED, CNRS & BCAS will evaluate.
CBFM Project					
MACH Project					
DFID country desk (relevance to above projects and e.g. new Char Livelihoods Proj.)					
9. Regional and National Water sector policy makers and managers in South East Asia (India and Mekong regions)					
West Bengal DOF etc	Benefits of harvest reserves, FCDI design and sluice gate operation for fisheries sector and guidelines for integrated management	Stakeholders generally see water management in sub-sectoral terms (i.e. fisheries, irrigation, navigation, etc.). Some awareness of need for reserves (e.g. in Mekong 'deep pools') but low awareness of FMSP and NRSP outputs.	Enhanced awareness amongst water sector planner/managers about integrated floodplain water management	<ul style="list-style-type: none"> - India workshop in Calcutta for water planners and managers from target institutes, to present Bangladesh policy briefs, training materials, other guidelines etc, as relevant to India - Dissemination of project outputs by hard copy - Submission of articles to newsletters (e.g. MRC 'Catch and Culture') - Electronic dissemination on web sites (esp. STREAM, WorldFish) or via e-groups 	SCALES will organize and lead the regional workshop and monitor follow up in collaboration with Indian and regional partners
National DOFs and research agencies in Indian and Mekong					
Regional advisory bodies including Mekong River Commission, WorldFish, STREAM					
10. DFID Policy Division & Research Programme					
Target policy groups: Global & Local Environments; MDG; Renewable Natural Resources; Reaching the Very Poorest	Summary knowledge and guidelines arising from FMSP Cluster 9, in the context of wider DFID issues including climate change, poverty reduction, good governance etc	Aware of existence of FMSP knowledge, but could be encouraged to promote more widely through DFID projects, programmes and country offices	Wider knowledge and promotion of FMSP products	<ul style="list-style-type: none"> - Direct communication, including information briefs prepared around DFID guidelines for policy level audiences. 	Direct communications by SCALES and IIED

Table 1. Summary of communication channels and media intended for different stakeholders

Communication channel / media	Bangladesh								Regional	DFID
	1. Policy makers	2. Univ/trainers	3. Natl. mgrs/plnrs	4. Distr./upaz. mgrs/plnrs	5. Local mgrs	6. FP resrc. users	7. Private sector	8. NR Projects		
Policy briefs (co-authored where possible by senior ministry staff)										
Policy dialogue with key influential stakeholders in one-to-one meetings and small multi-stakeholder workshops										
Sponsorship of Fish Fortnight seminar with DOF about floodplains management										
Inclusion of key FMSP points in draft ' Parliamentary Policy Paper on Fish Sanctuaries'										
Provision of PowerPoint packages for incorporation into existing training programmes										
Preparation of 2-page summaries of FMSP and other Bangladesh projects (also to contribute to FMSP programme level database)										
Development of BCAS and CNRS web sites to provide access to e-docs and directions to hard copy grey literature in library										
Powerpoint presentations at senior managers monthly meetings , with hard copy handouts of management guidelines, leaflets and policy briefs etc										
Articles for BCAS 'Bangladesh Environmental News' newsletter and DOF Fish Fortnight souvenir magazine, also submitted for use by other agencies' newsletters										
Briefings at upazilla monthly meetings in 2-3 locations to be selected by DOF										
Distribution of FMSP guidelines in leaflet form (e.g. based on SUFER formats)										
Distribution of 5-10 page managers guidelines in bangla										
Focus groups / training at FMSP sites in Tangail / Pabna, to coincide with start of flood										
Street theatre + pot songs - up to 10 locations/performances at selected sites, during Fish Fortnight, with invitations to TV media to film and distribute nationally										
Newspaper article (based on newsletter material) and promoted to target 'green' newspapers (e.g. 'Bangla Daily')										
Provision of bill boards and posters for display in project locations to be selected by DOF and project partners; focus on clear simple messages with good artwork										
India workshop in Calcutta for water planners/managers, to present Bangladesh policy briefs, training materials, other guidelines etc, as relevant to India										
Postal dissemination of hard copy materials and electronic dissemination on web sites (esp. STREAM, WorldFish) or via e-groups										
Information briefs prepared around DFID guidelines for policy level audiences										