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WORLD BANK GROUP



West Africa Coastal Areas  
Management Program



Stakeholders Engagement, Knowledge &  
Communications on Coastal Zone Management In West Africa

# Communication and Awareness Action Plan (CAAP)



Water, Environment and  
Business for Development

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# Index

<i>List of tables</i>	4
<i>List of figures</i>	4
<b>1. The need for a Communication and Awareness Action Plan (CAAP)</b>	5
1.1. Why does WACA need coordinated communication actions?	5
1.2. What is a CAAP?	5
1.3. Contextualisation: situational analysis (SCOPE)	6
<b>2. Strategic Objectives</b>	8
<b>3. Channels and Tools</b>	8
<b>4. Target groups and messages</b>	10
<b>5. Implementation Plan</b>	17
<b>6. Outline</b>	22
6.1. Timing overview	22
6.2. Overview of the Category of Costs	23
<b>7. References</b>	24
<b>8. List of Annexes</b>	25
<b>Annex 1 – Gathering inputs for the CAAP: 2-step consultation process</b>	26
<b>Annex 2 – List of Relevant Initiatives to Mobilize Resources as Provided by the Stakeholders</b>	33
<b>Annex 3 - Calendar of Key Events on Climate Change</b>	36
<b>Annex 4 – Protocol for Event Participation/Organization</b>	37
<b>Annex 5 – Key Media Channels per Country</b>	40
<b>Annex 6 - Monitoring and Evaluation</b>	43
<b>Annex 7 –Examples of Environmental and Coastal Information and Communication Resources</b>	45

## List of tables

<b>Table 1.</b>	Situational Analysis of the CAAP	6
<b>Table 2.</b>	The CAAP channels and tools	9
<b>Table 3.</b>	Overview of the strategic communication activities and actions	17
<b>Table 4.</b>	Timing for the one-year strategic activities of the CAAP	22
<b>Table 5.</b>	Overview of the Categories of costs for the one-year strategic activities of the CAAP	23
<b>Table 6.</b>	Step 1 – In depth interviews: List of key partners (including WACA focal points) interviewed for the CAAPP	26
<b>Table 7.</b>	Step 2 : Consultation survey - List of stakeholders that received the online survey	26
<b>Table 8.</b>	Relevant Initiatives to Mobilise Resources as Provided by the Stakeholders in the on-line survey	33
<b>Table 9.</b>	Key events 2017 on Climate Change in West Africa	36
<b>Table 10.</b>	Key Media Channels per Country	40
<b>Table 11.</b>	Key Indicators for Monitoring the Communication Impacts	43

## List of figures

<b>Figure 1.</b>	The CAAP Framework: components of the communication strategy leading to the implementation plan	6
<b>Figure 2.</b>	SCOPE Qualitative Analysis for the CAAP (source: own elaboration as results from a consultation process, see Annex 1)	6
<b>Figure 3.</b>	CAAP main facilitators and targeted audiences	10

# 1. The need for a Communication and Awareness Action Plan (CAAP)

## 1.1. Why does WACA need coordinated communication actions?

West Africa's coastal areas are home to approximately one-third of the region's people—and 6% is the expected rate of economic growth in West Africa by 2023 (World Bank, 2016). Unsustainable infrastructure development, inadequate management of natural habitats and resources, and pollution, among other factors, threaten the productivity of coastal ecosystems. Climate change related events such as sea-level rise and warming, land subsidence, storm surge, and increased coastal flooding contribute to an increased vulnerability of the region. West African coastal countries are taking action by raising a unified voice, and co-creating a regional approach to ensure that coastal areas can be sustained for future generations.

In response to this growing need for regional integration, the West Africa Coastal Areas Management Program (WACA) has been created as a convening platform where technical and financial partners support sustainable development in the coastal zone, using management of the coastal erosion and hazardous flooding as the entry point. WACA initiates policy dialogues and technical analyses on coastal erosion and the adaptation of coastal areas in targeted countries. These actions will lead to the identification of regional and country-specific on-the-ground investments. As WACA reaches out to a wide audience in the area of international cooperation within West Africa for research innovation and development, a plan is needed to harmonize and coordinate communication actions.

## 1.2. What is a CAAP?

This Communication and Awareness Action Plan (CAAP) intends to be a communicational guidance document for key stakeholders in four specific coastal countries (Ghana, Côte d'Ivoire, Benin, Togo) who will use it as an aid to communicate the effects of climate change and the measures to improve resilience in coastal regions in their respective countries in West Africa. It outlines specific methods, tools and activities that are to be employed by the countries to increase coastal resilience and sound coastal management. Therefore, the CAAP is perfectly aligned to the objectives of the WACA program as well as with the needs of the WACA stakeholders. This document is also intended to be of use to other West African coastal countries.

Based on the three pillars for communication: i) awareness, ii) understanding and iii) action, the CAAP's main goals are:

1. To create awareness regarding the need for coastal resilience.
2. To contribute to evidence-based policy, and to build a shared understanding for the need for improved coastal management practices in the West African region.
3. To mobilise actions and to trigger social change towards local adaptation and mitigation to climate change and to improve Integrated Coastal Zone Management (ICZM).

The structure of this CAAP follows the components of the communication strategy (Figure 1), which are: the strategic objectives, the tools and channels that will be used, the facilitators and target groups with respective messages and the strategic activities to achieve the main objectives. All these components lead into an implementation plan.

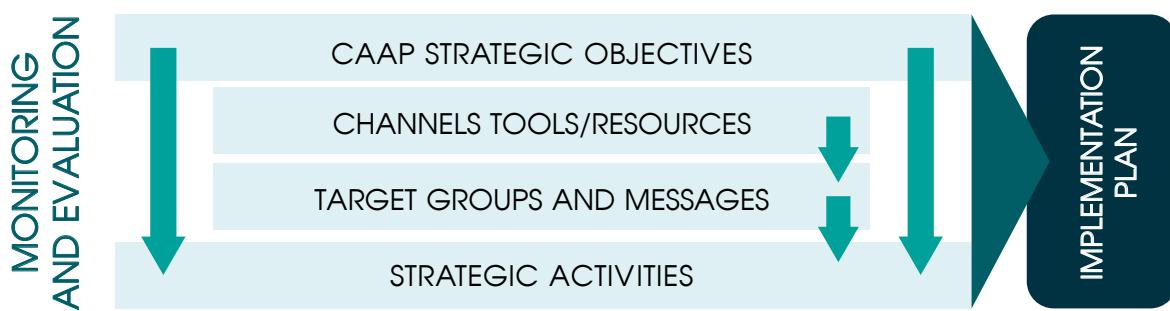


FIGURE 01 | The CAAP Framework: components of the communication strategy leading to the implementation plan.

### 1.3. Contextualisation: situational analysis (SCOPE)

The context of communication within the WACA framework can be analysed by taking a 360-degree view that encompasses the past, present and future communication perspectives. The **SCOPE<sup>1</sup>** tool (**S**ituation; **C**ore competencies; **O**bstacles; **P**rospects and **E**xpectations) provides this analytical framework with the results shown in the Figure 2 and further elaborated in Table 2<sup>2</sup>. Results are based on a consultation process of key partners and stakeholders from the West African region was conducted between October 2016 and February 2017 (see Annex 1 for detailed list of participants). The consultation process was based on in-depth interviews to the selected key stakeholders' and WACA focal points, and a more extensive consultation process was aimed to other relevant stakeholders in order to gather more information on communication practices.

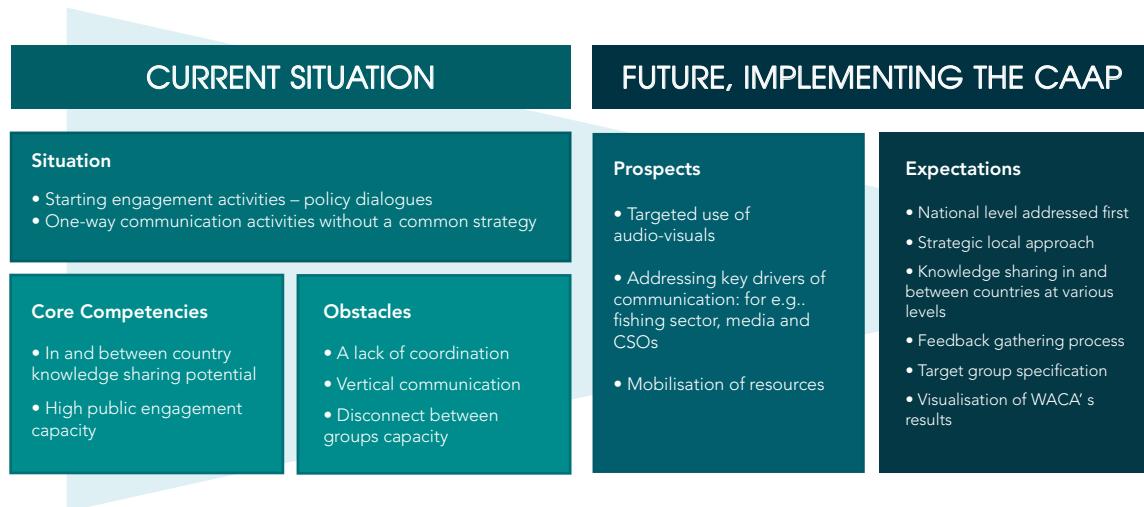


FIGURE 02 | Scope: Qualitative Analysis for the CAAP

<sup>1</sup> The premise behind SCOPE is to offer a situational analysis that takes a 360-degree view that encompasses the past, current and future perspectives. Therefore, the tool is dynamic by providing results based on research, which is undertaken in a certain timeframe, and has the aim to continually evolve as the situation changes.

<sup>2</sup> A consultation process of key partners and stakeholders from the West African region was conducted between October 2016 and February 2017 (see Annex 1 for detailed methods and results).

**TABLE 1.** Situational Analysis of the CAAP

WACA: CURRENT SITUATION
<p><b>Situational context</b></p> <ul style="list-style-type: none"> <li>• Currently communication activities are the responsibility of the WACA focal points.</li> <li>• The policy dialogues have been well extended at the local level thus far and at the same time have managed to engage with different targets although the outreach has been to specific individuals only.</li> <li>• The one-way communication activities that have already taken place referred to a process where information is transferred from WACA to a non-specific targeted audience (the general audience).</li> <li>• The two-way communication actions seeking for engagement (policy dialogues) and awareness raising activities (one-way communication) have not yet followed a common strategy or plan.</li> </ul>
<p><b>Core capacities</b></p> <ul style="list-style-type: none"> <li>• Capacity to share knowledge within and between countries in the West African region which reinforces synergies with on-going related actions.</li> <li>• Ability to pull people together from different sectors, cultures and experiences to establish dialogue between them.</li> </ul>
<p><b>Obstacles from the activities that have taken place</b></p> <ul style="list-style-type: none"> <li>• Lack of information of the on-going initiatives that can be merged together with other activities and perceived absence of communication roles within the WACA program has led to a potential lack of motivation for implementing communication actions.</li> <li>• Groups at national level (ministries etc.) can become anchor in the flow of communication, therefore it has been highlighted that these groups should be targeted in a first approach to best reach communities at a local level.</li> <li>• Creating ownership at local level is essential for the success of WACA. However, activities already undertaken have shown difficulties in obtaining an adequate coverage at local level.</li> <li>• There is a disconnect in terms of linking different producers and users of knowledge and information (e.g Système de Gestion de l'Information Environnementale, SGIE, Odinafrica, more in Annex 7). Therefore, knowledge-brokering activities from science to society and vice versa are required.</li> </ul>
FUTURE: IMPLEMENTING THE CAAP
<p><b>Prospects: drivers and opportunities</b></p> <ul style="list-style-type: none"> <li>• To use the different types of communication tools.</li> <li>• To engage with strategic sectors which could potentially act as catalysts for capacity building and to enhance the awareness of the WACA core messages. These strategic sectors are: <ul style="list-style-type: none"> <li>- Fisheries: fishing industry and traditional fishermen, with the aim to contribute to improved fisheries conservation and management.</li> <li>- The communities most vulnerable to climate change impact, i.e. affected communities.</li> <li>- The media sector (journalists, communication specialists, etc.) with the aim to further enhance the core messages of WACA.</li> <li>- The Civil Society Organisations (CSOs) with the aim to integrate the communication of the WACA activities in their programmes.</li> </ul> </li> <li>• Liaising and partnering with other initiatives (Annex 2) that could potentially support the mobilization and leverage of additional resources.</li> <li>• The main factors that can directly influence the execution of a communication plan are: <ul style="list-style-type: none"> <li>- The implementation of a monitoring and evaluation process to adequately re-orientate activities if required (seen Annex 6).</li> <li>- The targeting of groups and the creation of a catalogue or contact repository.</li> <li>- The systematic documentation of WACA achievements in order to capitalise on results.</li> </ul> </li> </ul>

**Expectations: anticipated developments after the CAAP implementation**

- In a first stage, the **national level target groups** need to be identified to seek coordination with ongoing initiatives.
- Following this, a strategic outreach approach to the **local level** will be undertaken by targeting the **key groups** (media, fishing, local affected communities, and CSO groups).
- **Knowledge sharing** at various levels: among WACA representatives at regional level, at country-level with national planners, and through local experiences with municipalities.

## 2. Strategic Objectives

### OBJECTIVE 1 – TO RAISE AWARENESS ABOUT THE NEED FOR COASTAL RESILIENCE AND ITS ACTIVITIES AMONG TARGETED BENEFICIARIES

Raising awareness of coastal resilience amongst the selected target groups to build an identity for the program, raise its profile and generate an interest in the program activities. Effective communication should ultimately lead to an understanding about the need for coastal resilience amongst the targeted audiences.

### OBJECTIVE 2 – TO ENCOURAGE BROAD STAKEHOLDERS INVOLVEMENT AND ACTION ON COASTAL RESILIENCE

Policy dialogues and communications actions are key objectives to support coastal resilience in the region, therefore a wide range of public engagement activities are still to be planned. Action refers to a change of practice that results in the adoption and implementation of materials for communication, tools, methodologies or approaches for integrated and resilient coastal management. Specifically, the work and role played by particular target groups in positions of influence is key to bring change within their organisations or the wider community.

## 3. Channels and Tools

The CAAP makes use of various online and offline channels (communication mix) to convey key messages in the most appropriate way regarding the context.

The central elements for the communication strategy are as follows:

1. Online actions, as the main tool for general information exchange.
2. Participation in regional activities/events.
3. Cooperation with other project initiatives that can enhance and leverage the WACA impacts.
4. Use of the most common communication channels (social media, TV, radio, etc.) and proactively providing them with informative content.
5. Targeted dissemination material to key groups: guidance notes, audio-visual material, best practice case studies examples, etc.
6. Participatory actions: Face-to-Face (F2F) meetings, workshops, training courses etc.

Table below gives an overview of the tools and channels available for each type of communication and engagement process.

**TABLE 2.** The CAAP channels and tools

One way knowledge exchange tools	
CHANNELS AND MEANS	COMMUNICATION TOOLS AND PRODUCTS
Online actions	<ul style="list-style-type: none"> <li>• E-mailing list classified by target groups</li> <li>• E-news flash (subscription to WACA e-newsletter) <a href="http://worldbank.us14.list-manage1.com/subscribe?u=8a95a701c5080b05078e3f997&amp;id=1b949c7e93">http://worldbank.us14.list-manage1.com/subscribe?u=8a95a701c5080b05078e3f997&amp;id=1b949c7e93</a></li> <li>• Social media: WhatsApp groups, WACA Facebook page (suggested).</li> <li>• WACA Website, <a href="http://www.worldbank.org/waca">www. http://www.worldbank.org/waca</a></li> </ul>
Communication material	<ul style="list-style-type: none"> <li>• Infographics (for example detailing the social, economic and environmental damages caused by sand mining or the threats to coastal zones from overfishing or the services provided by coastal ecosystems) <a href="http://www.worldbank.org/en/news/infographic/2016/09/01/saving-west-africas-coastal-assets">http://www.worldbank.org/en/news/infographic/2016/09/01/saving-west-africas-coastal-assets</a></li> <li>• General WACA promotion brochure and visual identity <a href="http://documents.worldbank.org/curated/en/382201468181130416/A-partnership-for-saving-West-Africa-s-coastal-assets">http://documents.worldbank.org/curated/en/382201468181130416/A-partnership-for-saving-West-Africa-s-coastal-assets</a></li> <li>• Knowledge sheets <a href="http://www.worldbank.org/en/programs/west-africa-coastal-areas-management-program#5">http://www.worldbank.org/en/programs/west-africa-coastal-areas-management-program#5</a></li> <li>• Case studies</li> <li>• Videos: short WACA explanatory videos and documentaries</li> </ul>
Events (off-line actions)	<ul style="list-style-type: none"> <li>• Protocol for event participation/organisation (Annex 4).</li> <li>• Popular community events (Journées du littoral for example, community events, etc.)</li> </ul>
Media channels: TV, radio, printed press	<ul style="list-style-type: none"> <li>• Production of regular press releases, TV interviews, local radio podcasts.</li> <li>• The use of SMS for local and vulnerable communities</li> <li>• Identification of key media channels per country (Annex 5).</li> <li>• Workshops with communicators.</li> </ul>
Multiple way knowledge exchange tools (stakeholder engagement)	
CHANNELS AND MEANS	COMMUNICATION TOOLS AND PRODUCTS
Online knowledge exchange	<ul style="list-style-type: none"> <li>• Collaborative online tools on the WACA website or country websites (such as the SGIE for example).</li> </ul>
Offline knowledge exchange	<ul style="list-style-type: none"> <li>• Site visits to coastal areas addressing erosion impacts: for example sustainable fisheries</li> <li>• F2F meetings, interviews</li> <li>• Workshops, group-building processes</li> </ul>
Networking activities	<ul style="list-style-type: none"> <li>• List of coastal workshops or conferences at regional or international levels</li> </ul>

Consultation (feedback gathering)	
CHANNELS AND MEANS	COMMUNICATION TOOLS AND PRODUCTS
Questionnaires, Surveys	<ul style="list-style-type: none"> <li>Feedback questionnaires from events organised by WACA program at regional level and at country level by relevant stakeholders (ministries, universities, etc.)</li> <li>Online surveys – periodically launched.</li> <li>Consultation with stakeholders through interviews, workshops, etc</li> </ul>

## 4. Target groups and messages

WACA reaches out to a wide audience and contributes to the development of the West African region in terms of coastal zone management and climate change. Specifically, in this CAAP, WACA addresses different major **target groups**, for instance: decision makers and economic regulators at national level; civil society; local communities; the public sector; the media; researchers, the private sector and partners and donor agencies. The groups described below are those that are relevant for the implementation of the CAAP and are classified in accordance to the main audiences i.e. the beneficiaries of the communication (see the figure below) and examples of key communication facilitators are provided.

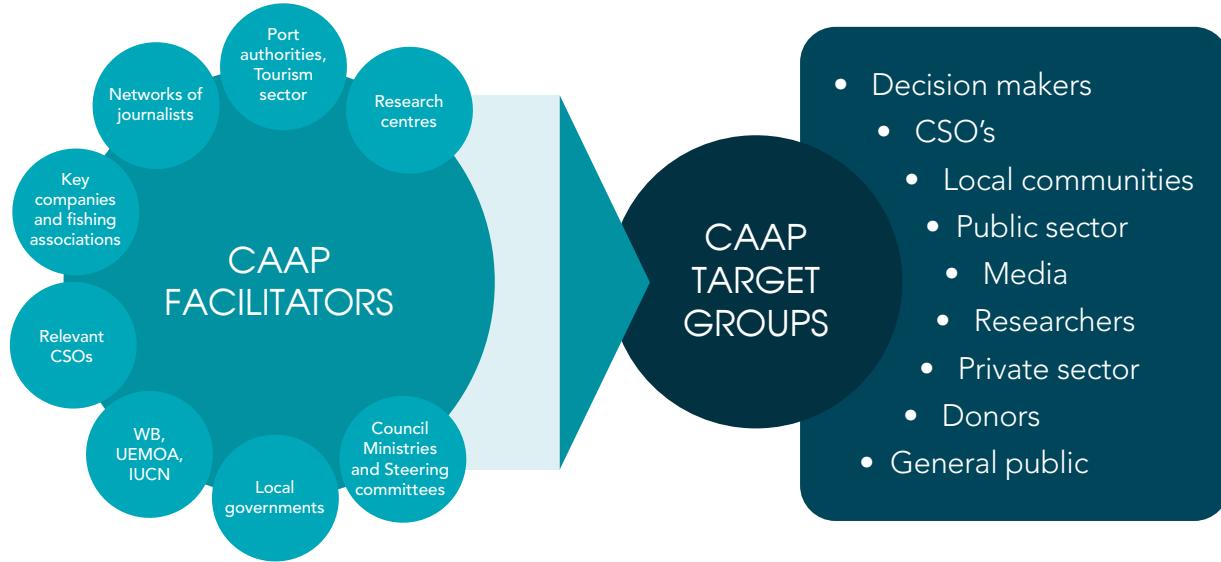


FIGURE 03 | CAAP main facilitators and targeted audiences.

A list of the key **facilitators**, taken from an analysis of the WACA Stakeholders and Political Economy Analysis (SPEA), shows those that could implement the CAAP for each of the target groups. Specific communication objectives and messages for each of the eight **target groups** (decision maker and economic regulators, civil society, local communities, the public sector, media, researchers, the private sector and partners and donor agencies) are provided in the tables presented below.

## DECISION MAKERS AND ECONOMIC REGULATORS

<p><b>Main CAAP Facilitators</b></p>	<p>Council Ministries and Steering committees at national level in Benin, Togo Ghana and Côte d'Ivoire according to key stakeholders from the SPEA:</p> <ul style="list-style-type: none"> <li>• <b>Togo:</b> Ministry for the Environment and Forest Resources and Ministry of Urban Development, Housing and Living Environment</li> <li>• <b>Ghana:</b> Ministry of Environment, Science, Technology and Innovation, Environmental Protection Agency, and National Development Planning Commission.</li> <li>• <b>Benin:</b> Benin Environmental Agency, Ministry of Quality of Life and Sustainable Development and Ministry of Agriculture, Livestock and Fisheries.</li> <li>• <b>Côte d'Ivoiree:</b> Ministry of Environment, Urban Sanitation and Sustainable Development, Ministry of Construction and Urban Development, Ministry of Petroleum and Energy, Ministry of Planning and Development, Ministry of Higher Education and Scientific Research, Ministry of Economy and Finance, CIAPOL, and National Environment Agency.</li> </ul>
<p><b>Communication Objectives and roles</b></p>	<ul style="list-style-type: none"> <li>• To establish coordinated communication mechanisms with other agencies working on coastal management.</li> <li>• To increase awareness of coastal erosion and climate change and to put in place a coherent long-term plan.</li> <li>• To maximise the impact of the WACA activities by leading local level communication actions.</li> </ul>
<p><b>Key messages and Keywords for the target groups</b></p>	<ul style="list-style-type: none"> <li>• Countries should develop a common vision to strengthen coastal resilience to natural and anthropogenic challenges as well as climate change;</li> <li>• A long-term, multi-sectoral vision for the coastline with the involvement of all the different institutions is the basis of sound coastal development and resilience.</li> <li>• Further action is needed to provide the legal framework with operational tools and mechanisms for the implementation of integrated coastal risk management.</li> <li>• Ministries need local level support and linkages with researchers and experts to take science-based decisions and regulations for coastal management through applied research for example.</li> <li>• Long-term spatial planning, including the hinterland, must be taken into account to avoid unsustainable land use along the coast.</li> <li>• Each actor, whether private or public, has a role to play in coastal management and must bear the consequences of his/her actions. The "polluter pays" principle must be understood and applied.</li> <li>• Regional collaboration helps defray the high costs of investing in sustainable coastal management.</li> <li>• Both hard and soft infrastructure options and their combination should be assessed and considered</li> <li>• Economic analysis tools such as the cost of coastal area degradation can support the mainstreaming of coastal management into strategic development plans.</li> </ul> <p>Keywords: anthropogenic (human) factors – multi-sectoral – operational tools –science-based decisions – spatial planning – polluter pays principle – applied research</p>

## CIVIL SOCIETY ORGANISATIONS

Main CAAP Facilitators	<p>According to the SPEA the following key CSOs have been identified as relevant:</p> <ul style="list-style-type: none"> <li>• <b>Togo:</b> Togolese Association of Volunteers for the Development (ONG AVOTODE) and Togolese Association for the Conservation of Nature.</li> <li>• <b>Ghana:</b> Hen Mpoano and Traditional chiefs.</li> <li>• <b>Benin:</b> Front United Against Coastal Erosion, Jak-Rehab, and Alcrer NGO.</li> <li>• <b>Côte d'Ivoire:</b> Federation of NGO Networks and Association of the Environment.</li> </ul>
Communication Objectives and roles	<p>The role of CSOs is very relevant, especially in countries in which, through political reasons or otherwise, they do not have the necessary weight in society to bring about change or the CSOs are still in their development stages. This is important to consider when designing specific support strategies for each country. Local chapters of international NGOs and domestic CSOs with civil or religious backgrounds are visible in the public eye therefore their involvement in communication actions is vital. CSOs have been active and successful in addressing coastal challenges such as mangrove rehabilitation. Various materials/events could be prepared such as an annual report about the state of the coast; coastal exhibits; national workshops, etc.</p> <p>WACA should also contribute to disseminate the work of these organizations through its communication efforts.</p>
Key messages and Keywords for the target groups	<ul style="list-style-type: none"> <li>• Coastal erosion and flooding cause a great deal of damage to local coastlines and communities. A coordinated effort with the government and organisations working in the field should address these threats by working together with locally affected communities through: awareness campaigns, participatory risks mapping, public hearings ("audiences publiques"), public documentation, information about on-going projects, drill exercises, etc.</li> <li>• Environmental and coastal data and information is still fragmented and dispersed among several institutions in spite of the progress made in improving the knowledge base.</li> <li>• An online platform gathering different types of data (maps, statistics, reports, time series, etc.) would increase coordinated actions among various stakeholders.</li> </ul> <p>Keywords: Coordination – local communities – illegal local activities affecting the sustainability of the coast – working and learning together</p>

## LOCAL COMMUNITIES

Main CAAP Facilitators	<ul style="list-style-type: none"> <li>• Local affected communities that are more vulnerable to climate change effects with the need to improve their adaptive capacity.</li> <li>• Local governments – municipalities as well as local politicians (as in the case of Ghana).</li> </ul> <p>More specifically the key partners that have been identified are:</p> <ul style="list-style-type: none"> <li>• <b>Togo:</b> Prefectures Lacs and Golfe and Communes Aného and Lomé.</li> <li>• <b>Ghana:</b> Municipal and district Assemblies.</li> <li>• <b>Benin:</b> Local governments (Cotonou, Grand-Popo, Sèmè-Kpodji and Ouidah).</li> <li>• <b>Côte d'Ivoire:</b> Sub-prefectures of Grand-Lahou and Grand-Bassam.</li> </ul>
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<p><b>Communication Objectives and roles</b></p>	<ul style="list-style-type: none"> <li>• Strengthen the capacity and representation of locally affected communities to influence climate change adaptation and coastal protection plans through knowledge gathering and sharing.</li> <li>• Promote awareness-raising to ensure buy-in by local communities of proposed coastal infrastructure projects.</li> <li>• Strengthen their capacity to teach good practices regarding issues such as regulations about legal sand mining</li> </ul>
<p><b>Key messages and Keywords for the target groups</b></p>	<ul style="list-style-type: none"> <li>• Coastal areas provide vital ecosystem goods and services; however, they are exposed to a multitude of stresses, including those from sea level rise and coastal inundation. For example, if the mangrove forests are damaged or removed, this reduces the storm barrier that these forests offer and also removes the breeding ground for many fish</li> <li>• There are synergistic advantages in integrating coastal zone management and coastal adaptation at local level, but these require a coordinated effort between the communities and governments.</li> <li>• Improving local governance tools and mechanisms to support coastal adaptation such as local area agreements and local adaptation plans (see more in Annex 7).</li> <li>• When the risk of flooding or other natural disasters becomes too difficult to mitigate, voluntary relocation can be considered as a strategy to protect the lives and livelihoods of poor households.</li> </ul> <p>Keywords: Integrated coastal zone management planning – working together — climate change adaptation starts with individual behavioural change – improved coastal zone management is the responsibility of the entire coastal community – vulnerability to climate change.</p>

## THE PUBLIC SECTOR

<p><b>Main CAAP Facilitators</b></p>	<p>Public workers, for example: port employees, technical staff in tourism offices, employees in public administration etc. More specifically, key actors from each country are:</p> <ul style="list-style-type: none"> <li>• <b>Togo:</b> Autonomous Port of Lomé, High Council for the Sea, Free Trade Zone Administration Company and New Phosphate Company of Togo.</li> <li>• <b>Ghana:</b> Hydrological Services Department.</li> <li>• <b>Benin:</b> AGETIP and AGETUR, Direction of Ports, Cotonou Port Authority.</li> <li>• <b>Côte d'Ivoire:</b> Autonomous Port of Abidjan, Autonomous Port of San Pedro.</li> </ul>
<p><b>Communication Objectives and roles</b></p>	<ul style="list-style-type: none"> <li>• To support and involve coastal commercial sectors such as the fishing sector and tourism activities while respecting sustainable practices.</li> <li>• To gather inputs for the creation of knowledge information materials regarding coastal erosion and the challenges of climate change adaptation.</li> <li>• To sensitize the public about the need for coordinated management of the coastal zone.</li> <li>• Training for better coastal monitoring and coastal conservation techniques.</li> </ul>

<p><b>Key messages and Keywords for the target groups</b></p>	<ul style="list-style-type: none"> <li>• Inadequate management of natural habitats and resources, as well as pollution are threatening the productivity of coastal ecosystems.</li> <li>• Taxes, tariffs, export revenues and quota fees from fisheries could make a key difference to the region's development, however correct enforcement is needed.</li> <li>• Promote nature-based or green infrastructures where possible (building with nature) for long-term coastal resilience</li> <li>• There is an urgent need for policy integration across sectors, with departments operating independently and often in conflict with one another, resulting in overlapping and costly practices.</li> </ul> <p>Keywords: Preventing erosion – local coordination – tariffs – enforcement - working together – building with nature – policy integration</p>
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MEDIA	
<p><b>Main CAAP Facilitators</b></p>	<p>Journalists from TV, Radio and the Printed Media. Institutional related communication officers. Communication departments in research centres. Regional and National network of journalists such as:</p> <ul style="list-style-type: none"> <li>• African Federation of Science Journalists <a href="http://www.wfsj.org/associations/page.php?id=77">http://www.wfsj.org/associations/page.php?id=77</a> African Network of Environmental Journalists <a href="http://www.anej.info">http://www.anej.info</a></li> <li>• Climate Change Media Partnership <a href="http://climatechangemedia.ning.com/">http://climatechangemedia.ning.com/</a></li> <li>• Internews Earth Journalism Network <a href="http://earthjournalism.net/user/register">http://earthjournalism.net/user/register</a></li> <li>• Pan-African Media Alliance on Climate Change <a href="http://pamaccafrica.blogspot.co.uk/">http://pamaccafrica.blogspot.co.uk/</a></li> <li>• Togo: Science Journalists and Communicators of Togo (JCS-Togo) <a href="http://jcstogo.info/">http://jcstogo.info/</a> Benin: Association des Journalistes et Communicateurs Scientifiques du Benin <a href="http://www.ajcsb.net">http://www.ajcsb.net</a></li> </ul>
<p><b>Communication Objectives and roles</b></p>	<ul style="list-style-type: none"> <li>• There is a need for prudent and responsible media managers given that climate change presents an opportunity to grow and to better serve their audiences. Media coverage also provides a vital link between the science and the service providers for African journalists. There should be a common and coordinated message among the media in order to maximize the impact of WACA.</li> <li>• Journalists training workshops can be conducted to train African correspondents on urgent topics regarding the ocean economy, coastal management and climate change. The training program could include visits to fishing communities and handing-over a package of up-to-date information and data on coastal areas (for example, WACA info-graphics, AMCOECC-Journalists Workshop power point presentation in English<sup>3</sup>, etc.).</li> </ul>

<sup>3</sup> <http://pubdocs.worldbank.org/en/923641473347493125/AMCOECC-Journalists-Workshop-Melissa-Landesz-in-English>

<p><b>Key messages and Keywords for the target groups</b></p>	<ul style="list-style-type: none"> <li>For African nations and people to seize the opportunities and reduce the risks related to climate change, everyone will need to know more about climate change.</li> <li>The way the media covers climate change and coastal zone management will affect how well societies deal with the problem. Climate change will become increasingly important to West African countries and African journalists will become increasingly important to the global response to climate change in the knowledge sharing process.</li> </ul> <p>Keywords: responsible and ethical communication – science based environmental journalism</p>
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## RESEARCHERS

<p><b>Main CAAP Facilitators</b></p>	<p>National observatories and research and education centres working in coastal zone management. More specifically in each country, the follow examples are taken from the SPEA:</p> <ul style="list-style-type: none"> <li><b>Togo:</b> Integrated Management Center of Coastal and Environment and West African Science Service Center on Climate Change and Adapted Land Use</li> <li><b>Ghana:</b> University of Ghana and University of Cape Coast</li> <li><b>Benin:</b> University of Abomey-Calavi and Institute of Fisheries and Oceanology Research.</li> <li><b>Côte d'Ivoire:</b> Ocean Research Center, University of Félix Houphouët-Boigny and University Center for Research and Application.</li> </ul>
<p><b>Communication Objectives and roles</b></p>	<ul style="list-style-type: none"> <li>To provide research evidence and new information / knowledge /tools/ outputs/products on sustainable coastal management. To disseminate their findings through the channels and tools mentioned below.</li> </ul>
<p><b>Key messages and Keywords for the target groups</b></p>	<ul style="list-style-type: none"> <li>Coastal zone management needs increased awareness with new research tools, coastal monitoring and observation and evidence based research to better manage coastal erosion and climate change.</li> <li>Pilot scale demonstration needs innovation and dialogue at the science policy interface level to be sure research outputs can be taken up by innovative solutions (applied research).</li> <li>Encourage and train researchers and decision-makers in the use of guidelines for measuring and valuing the coastal protection services of mangroves and coral reefs</li> </ul> <p>Keywords: coastal observation - knowledge capitalisation – knowledge products – research evidence – science and policy interface</p>

## THE PRIVATE SECTOR

<p><b>Main CAAP Facilitators</b></p>	<p>Private institutions working in the tourism sector, fishing sector and other private operators (for example: National fishery associations, hotel associations, private operators managing port terminals etc.). The key stakeholders identified from the SPEA are:</p> <ul style="list-style-type: none"> <li><b>Togo:</b> Lomé Container Terminal and Togo Terminal</li> <li><b>Ghana:</b> Tullow Oil and Zoomlion Ghana Ltd.</li> <li><b>Benin:</b> Benin Terminal</li> <li><b>Côte d'Ivoire:</b> BeDevelopment</li> </ul>
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<b>Communication Objectives and roles</b>	<ul style="list-style-type: none"> <li>Build an enabling environment to foster the involvement of the private sector in coastal areas (although the role of private operators or companies apart from private port actors is overall quite limited in the region according to the SPEA).</li> </ul>
<b>Key messages and Keywords for the target groups</b>	<ul style="list-style-type: none"> <li>Continued unsustainable practices along the coast (for example, sand mining) will lead to aggravated economic outcomes</li> <li>Coastal adaptation and resilience are much lower than damage costs without adaptation.</li> <li>Equal or greater economic benefits can be gained from implementing climate sensitive (green) businesses</li> <li>Women play an important role in the informal sector such as processing and marketing fish catch. Fishing is thus a vital activity for the coastal communities in West Africa in terms of employment and food security</li> <li>With declining natural fish stocks, local companies can set-up aquaculture areas to farm certain fish</li> <li>Local businesses can implement eco-tourism activities and involve the local communities as local tour guides knowledgeable of the local area..</li> <li>Businesses can alter supply/demand of local area resources and attitudes towards more sustainable consumption of coastal resources.</li> <li>Businesses should work together across sectors and the entire supply chains to seek the best possible way to manage coastal resources and make the most out of them.</li> </ul> <p>Keywords: supply chains –sustainable consumption – eco-tourism – aquaculture –informal sector – green business</p>

## PARTNERS AND DONORS AGENCIES

<b>Main CAAP Facilitators</b>	Partners and donor agencies will help create a financial enabling environment to facilitate and accelerate communication and anchoring the CAAP. The Key Donors: UEMOA, NDF, World Bank Multi-donor Africa Climate Investment Readiness Partnership Trust Fund, IUCN, France (Ministere de la Transition Ecologique et Solidaire), USAID, European Commission, African Development Bank.
<b>Communication Objectives and roles</b>	<ul style="list-style-type: none"> <li>To establish contact with key donors and look for resource mobilisation together by sharing common agendas, similar activities, etc.</li> <li>To support countries in the validation of technical studies and to promote bilateral or multilateral approach when problems are similar or cross-border.</li> </ul>
<b>Key messages and Keywords for the target groups</b>	<ul style="list-style-type: none"> <li>Investing in local fishing vessels and companies will more than double the benefit to local economies than selling licenses.</li> <li>West African countries suffer from insufficient institutional development, which results in a lack of technical knowledge and adequate legislation to contribute to preserving coastal and marine environments.</li> <li>There is a lack of funding for coastal and marine environmental preservation, for instance in strengthening protected areas or for micro financing for companies focused on environmental preservation</li> <li>Innovative financing mechanisms are required to enhance sustainable coastal development in the West Africa region including through public-private partnerships.</li> <li>Ensure and urgently work towards the submission of coordinated funding proposals to address coastal resilience</li> </ul> <p>Keywords: coastal observation - knowledge capitalisation – knowledge products – research evidence – science and policy interface</p>

## 5. Implementation Plan

To achieve the proposed objectives detailed in Section 2, the WACA CAAP requires a series of strategic activities and related tasks that need to be undertaken by the main facilitators of the CAAP during the first year of its implementation.

**TABLE 3.** Overview of the strategic communication activities and actions

Strategic Activity 1	Design a communication strategy
Strategic Activity 2	Promote WACA's vision and objectives
Strategic Activity 3	Engage key facilitators in action oriented towards the WACA goals
Strategic Activity 4	Create an enabling policy framework for Coastal Management and climate change
Strategic Activity 5	Mobilise resources for an effective communication action plan

### Strategic Activity 1: Design a Communication Strategy

**OBJECTIVE** - To provide a common framework for the adequate distribution of the communication materials based on the results from the interaction with key facilitators and to make yearly updates based on the M&E framework.groups and the cultural divers

#### **Task 1.1 – Develop a communication strategy**

Validation of the CAAP including core messages and communication tools. Key events for communication actions are identified and focused on strategic themes.

- **Channels and tools:** A co-design workshop with the key facilitators of the CAAP. Provision of an event calendar for participation at events. Protocol for participating and organising events
- **Main Responsible:** WACA Focal Points (FP) and other line Ministries as relevant
- **Target Groups:** Key CAAP facilitators
- **Categories of costs:** Employee costs for organising the worshop, logistics and materials, travel costs for the FPs.
- **M&E Framework:** The number of facilitators involved in the co-design workshop

### **Task 1.2 – Identify local level communication needs**

Provide a list of site visits with coastal adaptation challenges.

- **Channels and tools:** A series of one-day events at local level with the various affected sectors (fishing, tourism, locally affected communities, etc.)
- **Main Responsible:** WACA Focal Points (FP) and other line Ministries as relevant
- **Target Groups:** Local communities, CSOs, public sector
- **Categories of costs:** Employee costs, travel and subsistence allowance for the stakeholders' participation, logistics for organising field visit.
- **M&E Framework:** Formal & informal feedback (event evaluation questionnaire) & messages received on the communication about the event.

### **Task 1.3 – Gather feedback and update communication activities for higher impact**

- **Channels and tools:** Feedback questionnaires from events/meetings; monthly gathering of M&E framework results; Online surveys – periodically launched. Internal feedback from the WACA focal points and re-orient activities if needed
- **Main Responsible:** Inputs from WACA Focal Points (FP) and other line ministries as relevant
- **Target Groups:** key CAAP facilitators
- **Categories of costs:** Employee costs
- **M&E Framework:** See annex on the CAAP M&E Framework

## **Strategic Activity 2: Promote WACA's Vision and Objectives through communications materials**

**OBJECTIVE** - To develop and update attractive communication materials to ensure WACA's vision, objectives and results are widely recognised, taking into account the variety of target groups and the cultural divers

### **Task 2.1 – Maintain communication materials up-to-date**

Update communication materials periodically according to the results of monitoring process (see Annex 6). Keep the online platform updated based on an analysis of visitor behaviour and strategic choices. Produce communication materials that describe the coastal ecosystem challenges as well as progress promoting sustainable development along the coast.

- **Channels and tools:** Online tools (WACA website, social media), Printed materials (knowledge sheets, brochures, guidance notes, case studies), Interactive platforms to communicate with facilitators
- **Main Responsible:** WACA Focal Points (FP) and line ministries as relevant
- **Target Groups:** Local communities (especially for fisheries) private sector, CSO's
- **Categories of costs:** Employee costs to work on updating the contents, IT company services, material printing purchasing/hiring web servers
- **M&E Framework:** Website usage statistics

### **Task 2.2 – Create “visual aids”: videos, infographics**

Develop attractive communication materials, integrating the messages detailed in the factsheets and the case studies. Ideas on the design of those material should come from events organised in Tasks 1.2, 2.3, 3.1 and 3.2.

- **Channels and tools:** Visuals: 1 promotional video with subtitles in regional languages; infographics on key facts and impacts on coastal erosion and climate change.
- **Main Responsible:** WACA line ministry as relevant, WACA FP and a communication agency
- **Target Groups:** Locally affected communities, private sector, CSO's, national planners, media.
- **Categories of costs:** Employee costs for writing contents, costs for hiring a communication agency for a promotional video and for creating infographics.
- **M&E Framework:** Impact of the communication materials

### **Task 2.3 – Ensure evidence-based contents in the communication materials and activities**

Conduct research and produce new information on sustainable coastal management (e.g. SGIE and Odinafrica, see more in Annex 7) to fill the science-policy gap.

- **Channels and tools:** Feedback gathered from academia and key stakeholders included in the Task 1.1, international West Africa Workshop with National planners and researchers.
- **Main Responsible:** WACA Focal Points and Facilitators from academia
- **Target Groups:** Researchers, National planners, CSOs
- **Categories of costs:** Employee costs for meeting and contacting stakeholders and organising workshops, workshop logistics, international travel and subsistence allowances for the key participants and speakers, printing of workshop materials.
- **M&E Framework:** Feedback regarding ‘packaging’ and dissemination of the WACA products: to what extent were the knowledge products that were developed considered useful? Why or why not? Ratio between the number of invitations and people that attended the WACA events

## **Strategic Activity 3: Engage Stakeholders in Actions Oriented Towards the WACA Goals**

**OBJECTIVE** - Develop strategic partnerships and leverage existing similar initiatives, projects and programs in the region that can maximize WACA communication impacts. Share and learn from in-country, regional and international experiences on coastal management.

### **Task 3.1 – Engage with other existing and similar initiatives to leverage efforts – networking**

Identify new and on-going similar initiatives when attending related events and get in contact with representatives.

- **Channels and tools:** Networking meetings during WACA related events (at local and regional level).
- **Main Responsible:** WACA Focal points and key facilitators
- **Target Groups:** Representatives from existing and similar initiatives

- **Categories of costs:** Employee costs, travel and subsistence costs for networking events (shared with strategic activities 3.2 and 5)
- **M&E Framework:** The number of collaborations with other parties'/project initiatives that enhance the impact of WACA

### **Task 3.2 – Establish a process for learning from each other on coastal management.**

Implement a **partnership strategy** and learn from good practices.

- **Channels and tools:** A series of workshops (about 3) for knowledge exchange including as part of major events; field visits
- **Main Responsible:** WACA Focal Points
- **Target Groups:** National planners, local planner, donors, public utilities, researchers
- **Categories of costs:** Employee costs for co-organised participatory sessions in ad-hoc meetings, logistics of the sessions, travel and subsistence costs for participating at events.
- **M&E Framework:** Ratio between the number of invitations and people that attended the WACA events. - Specificity of the target audiences: the number and percentage of the targeted participants in each event and activity

## **Strategic Activity 4: Engage Policy-makers for Coastal Management and Climate Change**

**OBJECTIVE** - To influence specific policy and institutional changes in the field of coastal management and climate change.

### **Task 4.1 – Strength the communication with the locally elected politicians**

Encourage local politicians to raise awareness about coastal erosion and climate change and to engage them as facilitators for this process

- **Channels and tools:** Bilateral meetings/Focus groups with key facilitators at local level. Protocol for participating at events/meetings Communication materials Guidance Notes, etc.)
- **Main Responsible:** Key Facilitators (CSO's and National planners)
- **Target Groups:** Local communities and public sector
- **Categories of costs:** employee costs
- **M&E Framework:** Engagement level on key target groups: fishing sector, media, ministries

### **Task 4.2 – Create policy briefs from the feedback gathered from the bilateral meetings**

- **Channels and tools:** 4 Policy briefs based on guidance notes.
- **Main Responsible:** Communication agency and key facilitators from national planners
- **Target Groups:** Local communities, local public sector

- **Categories of costs:** Employee costs, costs for hiring a communication company to edit the communication materials.
- **M&E Framework:** The number of policy briefs addressed

## Strategic Activity 5: Resource Mobilization for an Effective Communication Action Plan

**OBJECTIVE** - To mobilise resources and to coordinate actions with national level policy makers through two distinct tasks of bilateral meetings and participation in selected events. Coordinate with on-going, related actions that can support the planned communication activities (see actions/initiatives in Annex 2).

### Task 5.1 – Coordination and integration of stakeholder's skills and resources in bilateral meetings.

Establish a “work together” agenda that can mobilise common resources and lead to maximize the impact of WACA and inform regarding Coastal Management and Climate Change and Case studies.

- **Channels and tools:** Bilateral meetings with selected institution (anchors and gatekeepers for resources as key identified partners according to the SPEA) to share information amongst the stakeholders, know what is being done within other ministries and to provide support, resource mobilisation plan
- **Main Responsible:** WACA Focal Points
- **Target Groups:** CSO's, national planners, private sector, donors
- **Categories of costs:** Employee costs for organising and taking part in bilateral meetings, travel and subsistence costs (to be shared with Task 5.2)
- **M&E Framework:** The number of direct interactions with governments, private sector, donors and specific CSOs. Available resources identified from the anchors and gatekeepers.

### Task 5.2 – Attendance at multi-sectorial events for coordinated actions to identify other key relevant stakeholders for resource mobilisation

Reach and engage with different key sectorial events through implementing the partnership strategy from 3.2 and liaising with key donors and stakeholders with available resources (volunteers are also valuable resources).

- **Channels and tools:** Key events from local to international according to a list of key events
- **Main Responsible:** WACA Focal Points and all key facilitators
- **Target Groups:** Decision makers and national regulators
- **Categories of costs:** Employee costs for organising events at local events, travel and subsistence allowance for one-day events, costs of logistics of the event.
- **M&E Framework:** The number of new stakeholders interested in taking part/receiving more information from WACA.

## 6. Outline

## 6.1. Timing overview

This section integrates all the above-mentioned tasks (T) into a rollout plan for the CAAP in Year 1 (Table 4).

**TABLE 4.** Timing for the one-year strategic activities of the CAAP.

## 6.2. Overview of the Category of Costs

**TABLE 5.** Overview of the Categories of costs for the one-year strategic activities of the CAAP

	EMPLOYEE ESTIMATED TIME (PERSON/DAY) <sup>4</sup>	CATEGORIES OF COSTS
<b>STRATEGIC ACTIVITY 1</b>		
T1.1 Communication strategy	Writing: 15 person/day	Logistics and materials, travel costs of FP
T1.2 Identifying local level information needs	Organising 4 one –day event with local communities: 40 person/day	Travel and subsistence for the stakeholders' participation, logistics for organising field visit
T1.3 Feedback gathering	Data gathering: 12 person/day	No estimated category of costs
<b>STRATEGIC ACTIVITY 2</b>		
T2.1 Maintain communication materials up-to-date	Content writing: 10 person/day	IT agency services, hardcopy printing, purchasing web servers
T2.2 Create "visuals"	Content writing: 15 person/day	Costs for hiring a communication agency for a promotional video and for creating infographics
T2.3 Evidencing research knowledge	Contacting researchers and organising a science-policy workshop: 60 person/day	Workshop logistics, international travel and subsistence allowance for key participants and speakers, printing materials
<b>STRATEGIC ACTIVITY 3</b>		
T3.1 Networking	Meetings at ad-hoc events: 10 person/day	Travel and subsistence costs for networking events
T3.2 Learning from each other	Workshops organisation: 45 person/day	Logistics of the sessions, travel and subsistence costs for participating at events
<b>STRATEGIC ACTIVITY 4</b>		
T4.1 Strengthen communication with local elected politicians	Bilateral meetings and/or focus groups: 16 person/days	No estimated category costs
T4.2 Policy briefs	Writing: 20 person/days	Costs for hiring a communication agency for editing materials.
<b>STRATEGIC ACTIVITY 5</b>		
T5.1 Integration of skills and resources: bilateral meetings	Bilateral meetings: 16 person/days	Travel and subsistence for one-day events, costs for logistics of the event.
T5.2 Multisectorial events to identify key partners	Yes (attendance to local events): 15 person/days	

<sup>4</sup>. A unit of measurement based on an ideal amount of work done by one person in one working day.

## 7. References

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## 8. List of Annexes

**Annex 1.** Gathering inputs for CAAP

**Annex 2.** List of relevant initiatives to mobilize resources

**Annex 3.** Calendar of Key Events on Climate Change

**Annex 4.** Protocol for Event Participation/Organization

**Annex 5.** Key media channels per country

**Annex 6.** Monitoring and evaluation framework

**Annex 7.** Examples about environmental and coastal information resources.

## Annex 1 – Gathering inputs for the CAAP: 2-step consultation process

**TABLE 6.** Step 1 – In depth interviews: List of key partners (including WACA focal points) interviewed for the CAAP

Name	Country	Organisation/Position
Bio Djara Moussa	BENIN	Ministère de l'Urbanisme, de l'Habitat et de l'Assainissement du Bénin WACA Focal Point Government
Atieno Barthelemy Jean Auguste	REGIONAL	IUCN - Partnership and operations Coordinator PRCM - Partenariat Régional pour la Conservation de la zone Côtière et Marine en Afrique de l'Ouest
Eric M. Valere Djagoua	IVORY COAST	Université Félix Houphouet Boigny - WACA Focal Point Government - Assistant OCHOU
Peter Kristensen	GLOBAL	Lead environment specialist in charge of the WACA Program - WACA co-TTL World Bank
Aage Jorgensen	GLOBAL	Nordic Development Fund, NDF Country Project Manager
Bakatimbe Tchounibi	TOGO	MERF - Ministere de l'Environnement et des Ressources Forestières - WACA Focal Point Government
Ochou Abé Delfin	IVORY COAST	MINESUDD - WACA Focal Point Government/ directeur national du projet système de gestion de l'information environnemental (SGIE) 2014-2017

**TABLE 7.** Step 2 : Consultation survey - List of stakeholders that received the online survey

Country	Sector	Organisation
Ghana	Donor	USAID
Ghana	Public	Min. of Environment Science, Techn. & Innovation (MESTI)
Ghana	Public	Environmental Protection Agency (EPA, part of MESTI)
Ghana	Research & Education	DFAS, UCC
Ghana	Public	Hydrological Services Department (HSD)
Ghana	Public	National Development Planning Commission (NDPC)
Ghana	Public	National disaster Management Organization (NADMO)
Ghana	Civil Society	Seafront Environmental
Ghana	Civil Society	Hen Mpoano

Country	Sector	Organisation
Ghana	Donor	IUCN
Ghana	Public	UNCDF
Ghana	Research & Education	University of Cape Coast (UCC)
Ghana	Research & Education	UCC
Ghana	Public	HSD
Ghana	Research & Education	University of Ghana
Ghana	Research & Education	MESA-UG
Ghana	Private	WABICC USAID
Ghana	Public	Min. of Environment Science Tech & Innov.
Ghana	Public	Hydrological Services Department
Ghana	Research & Education	University of Ghana
Ghana	Research & Education	University of Ghana
Ivory Coast	Public	MINESUDD
Ivory Coast	Donor	FAO
Ivory Coast	Public	Ministère de l'environnement, de la sanitation urbaine, et du Développement Durable (MINESUDD)
Ivory Coast	Public	National Environment Agency (ANDE)
Ivory Coast	Private	Autonomous Port of Abidjan (PAA)
Ivory Coast	Private	Autonomous Port of San Pedro (PASP)
Ivory Coast	Civil Society	Federation of NGO Networks and Association of the Environment (FEREAD)
Ivory Coast	Research & Education	Ocean Research Centre (CRO)
Ivory Coast	Private	BeDevelopment
Ivory Coast	Public	Ministere du Plan et du Developpement
Ivory Coast	Public	Ministère du tourisme
Ivory Coast	Public	Ministère des ressources Animales et Halieutiques
Ivory Coast	Research & Education	
Ivory Coast	Research & Education	Université Felix Houphouet Boigny
Ivory Coast	Research & Education	
Ivory Coast	Donor	PNUD
Ivory Coast	Research & Education	
Ivory Coast	Public	Minsitère de l'Environnement
Ivory Coast	Public	Direction générale du développement durable
Ivory Coast	Public	Mairie de Grand Lahou

Country	Sector	Organisation
Ivory Coast	Public	Conseil Régional
Ivory Coast	Research & Education	CIRES /UAO
Ivory Coast	Public	FEM
Ivory Coast	Public	Mairie Grand Lahou
Ivory Coast	Public	Mairie Grand Lahou
Ivory Coast	Public	Mairie Grand Lahou
Ivory Coast	Public	Mairie Grand Lahou
Ivory Coast	Research & Education	Université de Balou
Ivory Coast	Public	Conseil régional Grands Ponts
Ivory Coast	Public	Direction générale des Grands Ponts
Ivory Coast	Private	Bureau d'ingénierie Norda Stelo Côte d'Ivoire SASU
Ivory Coast	Private	Bureau d'ingénierie Norda Stelo Côte d'Ivoire SASU
Ivory Coast	Public	Mairie Grand Lahou
Ivory Coast	Private	SODEFOR
Ivory Coast	Public	Mairie Grand Bassan
Ivory Coast	Public	SODEXAM
Ivory Coast	Private	Norda Stelo
Ivory Coast	Public	Office Ivoirien des Parcs et Réserves - OIPR
Ivory Coast	Research & Education	IGT /UFHB
Ivory Coast	Public	Secretariat Exécutif Permanent REDD+ Côte d'Ivoire
Ivory Coast	Public	Conseil Economique Social Environnemental et Culturel
Ivory Coast	Private	ETRE INGENIERIE SARL
Ivory Coast	Public	Programme National de Gestion de l'Environnement Côtière (Côte d'Ivoire)
Ivory Coast	Public	Direction Générale de l'Economie de Côte d'Ivoire DGE
Ivory Coast	Public	
Ivory Coast	Public	UNFCCC
Benin	Research & Education	(IRHOB) Institut de Recherches Halieutiques et Océanologiques du Bénin
Benin	Research & Education	DG/Agence Béninoise pour l'Environnement Enseignant chercheur
Benin	Public	Ministère de l'Urbanisme, de l'Habitat et de l'Assainissement (MUHA)

Country	Sector	Organisation
Benin	Public	Autorité du Port de Cotonou (CAP)
Benin	Public	AGETIP
Benin	Public	Ministère de la Qualité de Vie et du Développement Durable (MCVDD)
Benin	Civil Society	ONG ALCRER
Benin	Civil Society	ONG JAK REHAB
Benin	Civil Society	Front Uni Contre L'Erosion des Côtes (FULAM)
Benin	Private	Terminal du Bénin (BT)
Benin	Civil Society	Nature Tropicale ONG
Benin	Civil Society	Jak-REHAB
Benin	Civil Society	C/DSUEU/DST/MCOT
Benin	Civil Society	VP/FULAM
Benin	Public	Ambassade Pays Bas
Benin	Private	AT.COWI-GIRE-DGEAU
Benin	Private	N. BIERGARTEN
Benin	Private	Ministère du tourisme (CTTH/MTC )
Benin	Civil Society	ECO BENIN ONG
Benin	Public	DG /ABeGIEF
Benin	Public	DPH/MAEP
Benin	Civil Society	UNAPEMAB/ Kraké
Benin	Public	DPP/MIT
Benin	Public	DP/MIT
Benin	Public	AT/MCVDD
Benin	Public	Banque Mondiale
Benin	Public	DPP/MCVDD
Benin	Civil Society	COGEDA Rep UCN
Benin	Public	PAC/DGE
Benin	Public	C/SETHO/PAC/MIT
Benin	Public	Mairie Sèmè-Podji
Benin	Public	ABE ; Appui aux Communes
Benin	Civil Society	FULAM
Benin	Public	C/SAEC/DGFRN
Benin	Public	BN Grand-Popo

Country	Sector	Organisation
Benin	Public	Département Gestion de l'Environnement/PAC
Benin	Public	CGP-LEC/MCVDD
Benin	Public	UAC Université
Benin	Civil Society	PF UCN
Benin	Civil Society	ONG JAK REHAB
Benin	Public	DISE / ABE /MCVDD
Benin	Public	DABC/MCVDD
Benin		Ex – SGM / MCVDD (Personne ressource)
Benin	Private	SERHAU-SA
Benin	Private	Ass Chef projet – SERHAU-SA
Benin	Public	DPP – MCVDD
Benin	Public	DGCC /MCVDD
Benin	Public	DGE / MCVDD
Benin	Public	UAC
Benin	Private	Représentant NORDA –Stelo / BCI-Consults
Benin	Public	PUGEMU / MCVDD
Benin	Public	Mairie de Grand - Popo
Benin	Public	Mairie de Grand - Popo
Benin	Research & Education	UAC
Benin	Public	PF/WACA MCUAD
Benin	Civil Society	Nature Tropicale ONG
Benin	Civil Society	
Benin	Civil Society	Association pour le développement
Benin	Civil Society	
Benin	Public	CHIPMI-Direction de la Production Halieutique (DPH)
Benin	Public	Direction de l'Aménagement des Berges et des Côtes
Benin	Public	Cellule de Gestion du Projet de Lutte contre l'Erosion Côtière
Benin	Public	Cellule de Gestion du Projet protection de la côte entre Hillacondji et Grand-popo
Benin	Public	Agence Béninoise de Gestion Intégrée des Espaces Frontaliers
Benin	Public	UAC

Country	Sector	Organisation
Benin	Public	Projet de lutte contre l'érosion côtière à l'est de Cotonou/ Ministère du Cadre de Vie
Benin	Public	Projet de Protection de la Côte entre Hillacondji et Grand-Popo/ Ministère du Cadre de Vie
Benin	Public	Agence Nationale de Protection Civile
Benin	Public	Laboratoire LACEEDE
Benin	Public	Départements de Géographie de l'Université de Parakou et de l'Université d'Abomey-Calavi
Benin	Public	Mairie de Cotonou
Benin	Public	Mairie de Abomey-Calavi
Benin	Public	Mairie de Ouidah
Benin	Public	Mairie de Hilacondji
Benin	Public	Associations des Pêcheurs et Mareyeuses
Benin	Public	Conseil National du Patronnat du Bénin
Togo	Public	Ministere de l'Environnement et des Ressources Forestieres (MERF)
Togo	Research & Education	Université de Lomé
Togo	Civil Society	ONG AHD Aneho
Togo	Public	Projet WACA
Togo	Public	MERF
Togo	Public	Corps des sapeurs pompiers
Togo	Public	MUHCV
Togo	Civil Society	Global Network for Disaster Reduction (GNDR)
Togo	Public	Secrétariat technique plateforme nationale de réduction des risques de catastrophes
Togo	Public	MASPFA
Togo	Public	Autonomous Port of Lomé (PAL)
Togo	Public	Free Trade Zone Administration Company (SAZOF)
Togo	Civil Society	Togolese Association for the Conservation of Nature (AGBO ZEGUE)
Togo	Donor	GIZ
Togo	Research & Education	Integrated Management Center of Coastal and Environment (CEGILE)
Togo	Private	Lomé Container Terminal (LCT)
Togo	Private	Togo Terminal (TT)

<b>Country</b>	<b>Sector</b>	<b>Organisation</b>
Togo	Public	MERF/DE
Togo	Public	MERF/DE
Togo	Public	Direction des Ressources Forestières DRF/MERF
Togo	Private	ENCONTRA
Togo	Public	MAIDCL
Togo	Public	DE/MERF
Togo	Public	DIC/MPD
Togo	Public	DG MN (meteo)
Togo	Private	SAZOF
Togo	Private	INROS LACKNER
Togo	Public	MSPC
Togo	Public	Haut Conseil pour la Mer
Togo	Civil Society	NADDAF
Togo	Civil Society	ONG Agbo-Zegue
Togo	Public	ST/RRC MERF
Togo	Private	LCT
Togo	Public	Ministère de la sécurité et de la protection civile
Togo	Civil Society	ONG AGBOZEGUE
Togo	Public	Agence Nationale de Gestion de l'Environnement

## Annex 2 – List of Relevant Initiatives to Mobilize Resources as Provided by the Stakeholders

The stakeholders consultation process included a question about identification of the relevant initiatives that are organizing other communication activities in the same field than WACA, or they are working on climate adapatation of coastal areas.

**TABLE 8.** Relevant Initiatives to Mobilise Resources as Provided by the Stakeholders in the on-line survey

WHAT AND SCOPE	DESCRIPTION	CONTACTS OR INFO PROVIDED BY
<b>Regional Partnership for Coastal and Marine Conservation in West Africa (PRCM)</b>  (International)	The Regional Partnership for Coastal and Marine Conservation in West Africa (PRCM) is a coalition of stakeholders committed to the conservation of the coastline of seven West African countries, being Cape Verde, the Gambia, Guinea, Guinea Bissau, Mauritania, Senegal and Sierra Leone. It comprises different types of national and international stakeholders intervening in the sub-region, including national civil society organisations, government agencies, organisations involved in research and teaching, regional and sub-regional networks and organisations, Parliamentarians and local elected representatives, administrative bodies, international NGOs and financial partners. With the financial support of the Embassy of the Netherlands in Dakar, Senegal and the MAVA Foundation, PRCM has been implementing a 2012-2017 five-year strategic programme whose objective is to ensure that “ <i>the governance and conservation of coastal and marine zones are strengthened, and the management of their natural resources is better integrated and more resilient</i> ”.	<a href="http://en.prcmarine.org/index.php">http://en.prcmarine.org/index.php</a>  ATIENO Barthelemy Jean Auguste
<b>Global Climate Change Alliance Project (GCCA)</b>  (International)	The GCCA was established by the European Union (EU) in 2007 to strengthen dialogue and cooperation with developing countries, in particular least developed countries (LDCs) and small island developing States (SIDS). It started its work in just four pilot countries. Today it has a budget of more than €300 million and is one of the most significant climate initiatives in the world. It supports 51 programmes around the world and is active in 38 countries, 8 regions and subregions and at the global level. By fostering effective dialogue and cooperation on climate change, the Alliance helps to ensure that poor developing countries most vulnerable to climate change increase their capacities to adapt to the effects of climate change, in support of the achievement of the Millennium Development Goals (MDGs). Where this benefits their poverty reduction objectives, the Alliance also helps such countries to participate in the global climate change mitigation effort.	<a href="http://www.gcca.eu">http://www.gcca.eu</a>  No contact provided

WHAT AND SCOPE	DESCRIPTION	CONTACTS OR INFO PROVIDED BY
<b>Mission de l'Observatoire du Littoral Ouest-Africain (MOLOA), WACOM - UICN</b>  (International)	The WACOM is a regional cooperation mechanism for the monitoring of the coastline and for the reduction of coastal risks in West Africa. This Observation Mission will enable disseminating quality information to existing consultative and decision-making bodies (Territories and Local authorities, Governments, WAEMU and ECOWAS Commission, Convention of Abidjan, Development Partners, Secretariats of Guinea and Canary Current).	Bio Djara MOUSSA  <a href="http://www.climateandcoast.com/moloa/index.html">http://www.climateandcoast.com/moloa/index.html</a>
<b>Convention d'Abidjan</b>  (International)	The Convention for Cooperation in the Protection, Management and Development of the Marine and Coastal Environment of the Atlantic Coast of the West, Central and Southern Africa Region (Abidjan Convention in short), it covers a coastline of approximately 14,000 km in a marine area from auritania to South. The organization provides an overarching legal framework for all marinerelated programs in West, Central and Southern Africa. It aims to protect, conserve and develop the coastal are and its resources.	Ahmed SENHOURY  <a href="http://abidjanconvention.org">http://abidjanconvention.org</a>
<b>Early warning system project, SAP- Benin Système d'Alerte Précoce (SAP)</b>  (Benin)	Strengthening Climate Information and Early Warning Systems in Africa for Climate-Resilient Development and Adaptation to Climate Change. Until September 2017.	DOSSOU Martial Email: <a href="mailto:samumax@yahoo.fr">samumax@yahoo.fr</a>  <a href="http://www.bj.undp.org/content/benin/fr/home/operations/projects/environment_and_energy/project_sample12.html">http://www.bj.undp.org/content/benin/fr/home/operations/projects/environment_and_energy/project_sample12.html</a>
<b>Le Système de Gestion de l'Information Environnementale de la Zone Côtieré (SGIEC)</b>  (Côte d'Ivoire)	Strengthen the capacities of national and local stakeholders in environmental information management to improve decision-making in the management of the coastal zone environment in the country and thereby contribute to achieving national and global environmental objectives.	Pr OCHOU Abbe Delfin (Directeur National) Email: <a href="mailto:ochou.delfin@gmail.com">ochou.delfin@gmail.com</a>  <a href="http://sgie.ci">http://sgie.ci</a>
<b>Blue Solutions Initiative</b>  (International)	The Blue Solutions Initiative promotes the active sharing of solutions and their core elements to support knowledge transfer and enable mutual learning, because when was the last time your were inspired by stories of failure? We believe that sharing positive and inspiring examples of success, in addition to a detailed description of their implementation, allow people to adapt the key success elements to different contexts and accelerate actions towards healthy oceans and coasts.	<a href="https://bluesolutions.info">https://bluesolutions.info</a>

WHAT AND SCOPE	DESCRIPTION	CONTACTS OR INFO PROVIDED BY
<b>Projet d'Urgence de Gestion Environnementale en Milieu Urbain (PUGEMU)</b>  (Benin)	<p>The PUGEMU aims to improve the quality of the urban environment and to strengthen the institutional capacities of urban actors in the Grand Nokoué metropolitan area. It also aims to counter the impacts of the 2010 floods and is part of the long-term resolution of environmental issues by tackling directly the main problems affecting the coastal city of Cotonou and the neighboring municipalities of Sèmè-Podji, Porto Novo, Abomey-Calavi and Ouidah, namely: improving the collection and disposal of solid waste, wastewater treatment and adaptation to climate change in urban planning.</p>	Samou Séidou Adambi Email: <a href="mailto:css@pugemubenin.org">css@pugemubenin.org</a>  <a href="http://pugemubenin.org">http://pugemubenin.org</a>
<b>AfriAlliance Action Groups</b>  (International)	<p>As the vehicle for concrete demonstration, pilot projects, and information and knowledge sharing on selected thematic fields to promote cost-effective innovative solutions on water and climate, AfriAlliance will develop Action Groups made up of African and European water and climate change stakeholders. The AfriAlliance Action Groups are the place where stakeholders can share common interest and jointly work towards implementable solutions.</p> <p>There will be two calls for Action Groups. The first call takes place in July 2016. The themes are defined based on an in-depth analysis of current networks at African and European level, surveys and individual interviews with the entire AfriAlliance project consortium, focused on critical subject areas. Meanwhile, the theme selection for the second round of Action Groups will be set up through an open, bottom up approach with interested parties beyond the AfriAlliance consortium. The second call for Action Groups will take place in 2018.</p>	WE&B, Email: <a href="mailto:david.smith@weandb.org">david.smith@weandb.org</a>  <a href="http://afrialliance.org/demand-driven-action-groups/">http://afrialliance.org/demand-driven-action-groups/</a>
<b>Eco-Benin</b>  (Benin)	<p>Benin Ecotourism Concern (Eco-Benin) is a Beninese non-governmental organization created in 1999. It works to promote ecotourism and local development projects throughout Benin for "responsible, equitable and solidarity-based human development".</p>	Email: <a href="mailto:contact@ecobenin.org">contact@ecobenin.org</a>  <a href="http://www.ecobenin.org">www.ecobenin.org</a>

## Annex 3 - Calendar of Key Events on Climate Change

**TABLE 9.** Key events 2017 on Climate Change in West Africa.

TITLE OF THE EVENT	OBJECTIVE	FREQUENCY OF THE EVENT	NEXT UPCOMING EVENT
<b>UNFCCC COP</b>	To assess progress of the countries actions on dealing with climate change, specifically negotiating the Paris Agreement.	Annually	COP 23 is going to be held on 6–17 November 2017, in Bonn, Germany.
<b>Abidjan Convention COP</b>	Convention for Cooperation in the Protection, Management and Development of the Marine and Coastal Environment of the Atlantic Coast of the West, Central and Southern Africa Region.	Annually	2018
<b>UEAMOA</b>	The 15th Ordinary General Assembly of the WAEMU Regional Consular Chamber (CCR)	Annually	2017
<b>Africa Carbon Forum (ACF)</b>	Focus on how engagement between State and non-State actors can be further strengthened in the key sectors for Africa (energy, agriculture and human settlements), including the role of future carbon markets to achieve enhanced climate action, towards the goals of sustainable development.	Annually	2018
<b>CTI PFAN: The Africa Climate Change Project Stream (ACCPS) Investor Forum</b>	This forum will present investors and financiers with a pipeline of projects which deal with the pressing issues of climate change and are looking for investment.	Every 3 years	2020

## Annex 4 – Protocol for Event Participation/ Organization

The aim of this protocol is that all responsible persons for communication actions have a common framework and basis for organising and participating at events.

### 1. Objective of the event

It is important to have a clear goal and know what result is to be achieved. What does the organizer want to accomplish? What are the individual and common goals? For whom? A clear definition of the objective will help to define a clear message and will enhance the attractiveness of the event.

### 2. Definition of Target groups

To define with whom we want to communicate. This will make it possible to define what are the needs to be met? How they will be reached? Participants in an event can have different activity levels. The organizer should define the type of participation he expects to identify the tools and levers to put in place to achieve the objective.

### 3. Messages to deliver (simple, clear, concise)

To be effective, inclusive and integrated, the message should be tailored to the target and objectives:

- Identification of key messages
- Translation of them into a journalistic style (short sentences, concrete language, titles, headings, subheadings, illustrations, etc...).

### 4. Detailing materials for the event

- Promotion material (leaflet, poster, ...)
- Presentation material (Using a format for a visual homogeneity of the event)
- Course of sessions (internet connection, paperboards, ...)
- Assessment or /and feedback (questionnaires, ...)
- Logistics/Furniture (tables, chairs, tables depending on the configuration of the event, billboards for directional signs, ...)

### 5. Planning organization

Major organizational fields are:

- Overall organization;
- Budget;
- Contacts with speakers;
- Accommodation and logistic;
- Technical support (preparation of materials, audio-video equipment, welcome desk)
- Public relations, advertising and announcement; contact with participants; Web tools (event home page, identification of diffusion lists and networks...);
- Specific other fields to each event.

## 6. Agenda of the event

The agenda should reflect in a balanced way all the issues and themes to be addressed.

## 7. Speakers selection

To make the best selection, the organizer must have a clear idea of what information must be provided during the event. Starting from this information, the organizer may establish a first list of contact persons and thus has a fairly precise description of what is expected of them. He should however be careful not to be too prescriptive and leave sufficient flexibility for the future speaker in the content of his speech. He should also give him an indicative duration of intervention.

## 8. Main constraints and risks

This section should enable the organizer to identify the main constraints to the success of the event and to find ways to minimize.

Constraints may be of several types:

- Localization (access)
- Date (holidays, concurrent event)
- Targeted audience (language, operational level)
- Low attendance

## 9. Budget (€)

There are three main items on the budget. The detail level must address these three points at minimum:

- Direct personal costs
- External Assistance costs (printing, etc...)
- Travel and subsistence costs (internal and external)...

## 10. Assessment of objectives achievement

The purpose of the assessment is to identify the strengths and weaknesses of the event and the tasks involved.

Self-assessment may consist of a list of mistakes that each member of the team noted. A discussion can commit to formulate recommendations to address for an upcoming event.

Assessment by participants (satisfied or not with the course of the day, the contacts, the accommodation, lecture quality...) is recommended. You can use anonymous questionnaires to be completed by the participants.

## 11. Feedback

Feedback, results and conclusions of an event are presented in a final report of medium length with two purposes: 1) to document where WACA or coastal issues have been represented 2) as input for a news item on the relevant website. NB: Where it says event, it can also mean conference or meeting.

### GENERAL INFORMATION

Full name of event

Location (city, country)

Date(s)

Organizer(s)

Theme	
Number of participants	
Types of participants (e.g. scientists, policymakers)	
Website of event	

**DESCRIBE YOUR ROLE IN THE EVENT (E.G. WERE YOU A SPEAKER, PANEL MEMBER, CO-ORGANIZER, ETC?). IF YOU WERE IN A PANEL OR GAVE A PRESENTATION, PLEASE CLARIFY WHAT IT WAS ABOUT.**

**DESCRIBE THE REACTION FROM THE AUDIENCE TO YOUR PRESENTATION / PANEL DISCUSSION / BOOTH**

**LIST KEYNOTE SPEAKER(S) AND/OR RELEVANT SESSIONS OF SIGNIFICANCE FOR WACA. INCLUDE NAME & AFFILIATION OF SPEAKER, TOPIC HE/SHE ADDRESSED.**

**DESCRIBE OUTCOMES OF THE EVENT. DID IT MAKE ANY PROMISE TO TAKE ACTION IN A CERTAIN AREA?**

**DESCRIBE ANY IDEAS THAT YOU GENERATED, OR OPPORTUNITIES / IMPLICATIONS THAT YOU IDENTIFIED FOR COASTAL ADAPTATION ACTIONS**

## Annex 5 – Key Media Channels per Country

**TABLE 10.** Key Media Channels per Country.

PRINTED MEDIA	Country	Website (if available)
Beninfo	Benin	<a href="http://www.benininfo.com/">http://www.benininfo.com/</a>
Fraternité	Benin	<a href="http://www.fraternitebj.info">http://www.fraternitebj.info</a>
La Nation	Benin	<a href="http://www.gouv.bj">http://www.gouv.bj</a>
La Nouvelle Expression	Benin	<a href="http://lanouvelleexpression.info">http://lanouvelleexpression.info</a>
La Nouvelle Tribune	Benin	<a href="http://www.lanouvelletribune.info">http://www.lanouvelletribune.info</a>
Le Evénement Précis	Benin	<a href="http://levenementprecis.com">http://levenementprecis.com</a>
Le Matinal	Benin	<a href="http://quotidien-lematinal.info">http://quotidien-lematinal.info</a>
Fraternité Matin	Côte d'Ivoire	<a href="http://www.imatin.net/fraternite-matin">http://www.imatin.net/fraternite-matin</a>
Le Journal des Grands Ponts	Côte d'Ivoire	website not found
Le patriote	Côte d'Ivoire	<a href="http://www.lepatriote.net">http://www.lepatriote.net</a>
Notre voie	Côte d'Ivoire	<a href="http://www.notrevoie.com">http://www.notrevoie.com</a>
Graphic Online	Ghana	<a href="http://www.graphic.com.gh">http://www.graphic.com.gh</a>
Jeune Afrique	International	<a href="http://www.jeuneafrique.com/contacts/">http://www.jeuneafrique.com/contacts/</a>
Golfe info	Togo	website not found
Togo-Presse	Togo	<a href="http://www.togopresse.tg">www.togopresse.tg</a>
TOGO-online	Togo	<a href="http://www.togo-online.co.uk/author/lalternative/">http://www.togo-online.co.uk/author/lalternative/</a>
TV	Country	Website (if available)
Canal 3	Benin	<a href="http://watchfomny.tv/Video/Africa/canal3-benin/canal3-benin.php">http://watchfomny.tv/Video/Africa/canal3-benin/canal3-benin.php</a> <a href="http://www.centraltv.fr/benin-television/canal-3-monde">http://www.centraltv.fr/benin-television/canal-3-monde</a>
Eden TV	Benin	<a href="http://benin-eden.tv/a-propos/">http://benin-eden.tv/a-propos/</a>
Golf TV	Benin	<a href="http://www.afriqueitnews.com">http://www.afriqueitnews.com</a>
Ortb (BB 24)	Benin	<a href="http://www.ortb.bj">http://www.ortb.bj</a>
SIKKA TV	Benin	<a href="http://sikkatv.info/">http://sikkatv.info/</a>
RTI	Côte d'Ivoire	<a href="http://www.rti.ci">http://www.rti.ci</a>
TV3	Ghana	website not found
UTV/GTV	Ghana	<a href="http://www.ghanatvon.com/utv-ghana.html">http://www.ghanatvon.com/utv-ghana.html</a>
France 24	International	<a href="http://www.france24.com/en/">http://www.france24.com/en/</a>
TVT (TV7, TV2, LCF)	Togo	<a href="http://www.tvt.tg/">http://www.tvt.tg/</a>

RADIO	Country	Website (if available)
CAPP FM	Benin	<a href="https://cappfm.com">https://cappfm.com</a>
Sikka TV	Benin	<a href="http://www.sikkatv.info">www.sikkatv.info</a>
Frissons radio Cotonou	Benin	<a href="http://www.frissonsradiocotonou.com">http://www.frissonsradiocotonou.com</a>
Golf FM	Benin	website not found
Immaculée Conception	Benin	<a href="http://ric.immacolata.com">http://ric.immacolata.com</a>
Oceane FM	Benin	<a href="http://oceanefm.radio.fr">http://oceanefm.radio.fr</a>
Ortb	Benin	<a href="http://www.ortb.bj">http://www.ortb.bj</a>
Planète FM	Benin	<a href="http://www.planetefm.net">http://www.planetefm.net</a>
Radio Ahémé FM	Benin	website not found
Radio Maranatha Ministries	Benin	<a href="http://maranatharadioministries.co">http://maranatharadioministries.co</a>
Radio Mono FM	Benin	website not found
Radio Soleil FM	Benin	<a href="http://www.soleilfmbenin.com">www.soleilfmbenin.com</a>
Radio Cote d'Ivoire	Côte d'Ivoire	<a href="http://www.rti.ci">http://www.rti.ci</a>
Radio RCF	Côte d'Ivoire	<a href="https://rcf.fr/">https://rcf.fr/</a>
Radio fatchué-jacqueville	Côte d'Ivoire	<a href="https://www.facebook.com/Radio-Fatchué-Jacqueville-1044-FM-1533755130209242/?ref=page_internal">https://www.facebook.com/Radio-Fatchué-Jacqueville-1044-FM-1533755130209242/?ref=page_internal</a>
Radio Leboutou	Côte d'Ivoire	website not found
Radio ONUCI	Côte d'Ivoire	website not found
RTI	Côte d'Ivoire	<a href="http://www.rti.ci">http://www.rti.ci</a>
Adom FM Radio	Ghana	<a href="http://adomonline.com/ghana-news/radio/">http://adomonline.com/ghana-news/radio/</a>
Citifmonline	Ghana	<a href="http://citifmonline.com">http://citifmonline.com</a>
HELLO FM	Ghana	website not found
JOY online	Ghana	<a href="http://www.myjoyonline.com/ghana-news/">http://www.myjoyonline.com/ghana-news/</a>
Peace fm	Ghana	<a href="http://www.peacefmonline.com">http://www.peacefmonline.com</a>
ROCK fm	Ghana	<a href="http://www.rockfmonline.com">http://www.rockfmonline.com</a>
RFI	International	<a href="http://rfiafrique.radio.net">http://rfiafrique.radio.net</a>
Kanal FM	Togo	<a href="http://kanalfm.tg">http://kanalfm.tg</a>
Pyramide FM	Togo	<a href="http://radiopyramidefm.com">http://radiopyramidefm.com</a>
Radio ephata	Togo	website not found
Radio Evangile, JVA	Togo	website not found
Radio Kara	Togo	<a href="http://www.radiokara.tg">http://www.radiokara.tg</a>

RADIO	Country	Website (if available)
Radio Lomé	Togo	<a href="http://www.radiolome.tg">www.radiolome.tg</a>
Radio Maria	Togo	<a href="http://www.radiomaria.tg/la-radio-in-diretta.aspx">http://www.radiomaria.tg/la-radio-in-diretta.aspx</a>
Radio Nana FM	Togo	website not found
Radio Nostalgie	Togo	website not found
Radio Tokpa	Togo	<a href="http://www.radiotokpa.net">http://www.radiotokpa.net</a>
Radio Victoire	Togo	<a href="http://www.radiovictoire.fm">http://www.radiovictoire.fm</a>
Radio Zéphyr	Togo	website not found
Radio Taxi Fm	Togo	<a href="http://radiotaxifm.com">http://radiotaxifm.com</a>

## Annex 6 - Monitoring and Evaluation

WACA communication activities also need to be monitored and measured so that the progress is tracked. This process is based on a set of qualitative and quantitative indicators for information gathering regarding the impact of the communication activities. Feedback stems from different sources:

- **Internal feedback** from the WACA focal points, gathered through observations during workshop discussions and from questionnaires that partners would be encouraged to fill out.
- **External feedback**, which is gathered through short questionnaires handed out at events (whenever this is feasible).
- **The data gathered through project actions** e.g. monitoring the website clicks, attendance statistics, landing pages, exit pages, time spent etc.

While monitoring needs to be an *ongoing* effort to measure the progress of the communication activities, an evaluation measures the impact of the communication activities in relation to the set objectives. The types of questions that could be asked during the evaluation are: What communication and dissemination activities worked well and why? What communication and dissemination activities did NOT work well and why? Where are the areas of weakness of the communication and dissemination activities that should be modified and how can this be done?

The indicators to be used in the M&E process are outlined in Table 11. The interpretation of the selected quantitative and qualitative data will be done in line with the CAAP objectives:

- Level of awareness
- Level of understanding and ownership
- Level of interaction and engagement
- Actions and changes of practice on coastal management and climate change
- Level of support from other ongoing and relevant initiatives

It is expected that data for the indicators should be collected on a quarterly basis in order to provide a record of progress made. The monitoring and evaluation process will review the implementation and impact of the communication strategy to ensure it remains on track and that any problems can be resolved quickly. WACA would need to elaborate on the M&E tasks ensuring feedback is adequately gathered.

**TABLE 11.** Key Indicators for Monitoring the Communication Impacts

Expected impact	Main Indicators of communication success/impact
<b>Raise awareness about coastal resilience activities</b>	<p><i>Level of awareness</i></p> <p><b>Qualitative indicators:</b> Reactions/comments in response to general coastal resilience communication efforts (website posts/tweets/newsletters, etc.): do the target groups understand the WACA vision/objectives/activities/results? If no, why?/which aspects?</p> <p><b>Quantitative indicators</b></p> <ul style="list-style-type: none"> <li>• Distribution of newsletter/mailing list – to how many was it distributed?</li> <li>• Usage of online platform – how many visitors?</li> <li>• Extent of distribution (geographically) and of the WACA communication products</li> <li>• Scope and intensity of social media activities</li> </ul>

<b>Expected impact</b>	<b>Main Indicators of communication success/impact</b>
<p><b>Targeted beneficiaries gained understanding about the need for coastal resilience</b></p>	<p><i>Level of understanding and ownership</i></p> <p><b>Qualitative indicators:</b></p> <ul style="list-style-type: none"> <li>Feedback gathered from questionnaires regarding the 'packaging' and dissemination of coastal resilience products: to what extent were the knowledge products developed considered useful? Why or why not?</li> <li>Were the reports/products easily accessible/understandable to those interested?</li> </ul> <p><b>Quantitative indicators</b></p> <ul style="list-style-type: none"> <li>The number of external events with specific target groups where WACA was represented or present</li> <li>Usage of online platform (web statistics)</li> <li>Impact of media releases, news: the number of media releases collected against the number of citations in mass media</li> </ul>
<p><b>Effective interaction &amp; involvement in the WACA activities (F2F events, online actions, media involvement)</b></p>	<p><i>Level of interaction and involvement</i></p> <p><b>Qualitative indicators:</b></p> <ul style="list-style-type: none"> <li>Formal &amp; informal feedback (event evaluation questionnaire) &amp; messages received regarding the communication about the event.</li> <li>Reaction from the media in terms of disseminating the relevant information concerning coastal resilience.</li> <li>Engagement level on key target groups: fishing sector, media, ministries.</li> </ul> <p><b>Quantitative indicators</b></p> <ul style="list-style-type: none"> <li>Specificity of the target audiences: the number and percentage of the targeted participants in each event and activity.</li> <li>The scope and intensity of social media activities (Facebook) – Social media engagement statistics.</li> <li>The number of new stakeholders interested in taking part/receiving more information from WACA.</li> <li>The number of inquiries/comments sent to the WACA main contact point.</li> </ul>
<p><b>New actions and changes of practice based on the WACA activities</b></p>	<p><i>Actions/Change of practice</i></p> <p><b>Qualitative indicators:</b></p> <ul style="list-style-type: none"> <li>Case studies/stories/feedback from policy makers and policy documents on the uptake of the WACA products. How have the WACA results in the report/product been used to improve coastal management and climate change vulnerabilities?</li> <li>Reactions of donors &amp; international funding institutions coming from communication actions on WACA results and sustainability options/propositions.</li> </ul> <p><b>Quantitative indicators</b></p> <ul style="list-style-type: none"> <li>The number of collaborations with other parties/project initiatives that enhance the impact of WACA</li> <li>The number of direct interactions with regional/municipal governments, private sector and specific CSOs</li> <li>The number of direct interactions with donors, international funding institutions</li> <li>The number of new partnerships formed after WACA dialogues</li> <li>The number of liaison activities with similar activities</li> <li>The number and the use of the common resources coming from other networks to achieve the WACA objectives.</li> </ul>

## Annex 7 –Examples of Environmental and Coastal Information and Communication Resources

The examples presented below are taken from some of the shining best cases of environmental and coastal information collection and use. The examples are based on personal involvement in the project in question or from examples of best cases described in the literature. These examples of best practice are further included in the WACA communication materials of the Case Studies and Factsheets.

### SGIE (Côte d'Ivoire)

The main objective of the SGIE is to strengthen the capacities of national and local actors in the management of environmental information in order to improve decision-making in the management of environmental Coastal zones in the country and thereby contribute to achieving national and global environmental objectives. The effective use and appropriation of this decision-making tool aims at achieving a more integrated and sustainable management of the coastal zone.

<http://www.sgie.ci>

### Odinafrica- The Ocean Data and Information Network for Africa

The Ocean Data and Information Network for Africa has been one of the most successful projects of the International Oceanographic Data and Information Exchange programme (IODE) of the Intergovernmental Oceanographic Commission of UNESCO (IOC).

The network brings together more than 40 marine related institutions from twenty-five countries in Africa (below) to address the challenges faced in accessing data and information for coastal management:

<http://www.odinafrica.org>

### Regional and local governments working together to take forward agreed coastal zone management priorities (United Kingdom)

Local Area Agreements (LAAs) were set in place to delegate central government decision making to local coastal communities. It has been found that most LAAs were managed effectively and an independent evaluation showed that they successfully achieved many of the goals set. Regional authorities, partners and Governmental Organisations have largely welcomed the initiative. If local partnerships and central government are in broad agreement regarding priorities then the central government policy objectives can be achieved via goals related to local vision at community level. The LAAs have also increased the understanding of the roles of local partnerships and Governmental Organisations.

### Collaborative agreements in Mar del Plata (Argentina)

The WaterClima LAC project focuses on the implementation of collaborative agreements and the development of systems to inform about climate forecasts and local climate events. The local actors have agreed to:

- Encourage inter-sectorial cooperation for the management of water resources.
- Inclusive water management through participatory processes
- Improve access to environmental information to the local public.

- Develop an integrated system to share and communicate climate forecast, threats and small-scale climate events
- Foster collaborative actions based on existing resources
- Develop a cost-benefit analysis of the different water treatment alternatives to enable high-level decision-making

[www.waterlac.org](http://www.waterlac.org)

## An Example of Where a Community Has Made a Difference (Ghana)

The communities of Muni-Pomadze Ramsar located in Winneba in the Central Region of Ghana got involved in a Joint Community Mangrove Restoration Program. The local surrounding communities of the Muni-Pomadze Ramsar area collaborated together with the Ghana Chapter of Arocha International and the Wildlife Division of the Forestry Commission, in an effort to restore the degraded mangrove strands of this site.

In all, a total of 30 participants (from three fringe communities (Akosua village, Mankoadze village and Biwadze) were trained in:

- Establishing nurseries
- Sustainable natural resource management
- Alternative livelihoods (snail and grass-cutter rearing)

The participants were given start-up capital in the form of a revolving fund to start their alternative livelihood enterprises. The results have been impressive, 7.5 ha of degraded mangrove area along the Muni Lagoon at Akosua village were replanted with 3500 white (*Avicennia*) and 4700 red mangrove (*Rhizophora*) species respectively in late 2013 and mid 2014. There were additional plantations of 3,500 seedlings of fire resistant tree species (*Senna siamea* and *Acacia*) planted over a 1km stretch along the Pratu River. This has resulted in a recovery of the mangrove forests and increased protection from storms and flooding in the Muni-Pomadez Ramsar area and increased business opportunities for the local community.

<http://ghana.arocha.org/projects/community-mangrove-restoration-project/>

## Community management in El Salvador

Although environmental changes are taking place that puts the community at risk, action can be taken through community participation. The "Association Mangle" is a good illustration of a community taking action. It is a local association from the Bajo Lempa river basin in El Salvador, which works for the improvement of the living conditions of the communities. It was formed in May 1999 as a social movement to protect the environment in reaction to the devastating effects of increased storm intensity, the rising ocean, biodiversity loss, the reduction of fish catch from artisanal fishing and in response to industrial activities upstream that polluted the river system and affected the lagoon area where the community were living. The "Association Mangle" has developed educational processes for the strengthening of capacities related to environmental management, risk management and adaptation measures to climate change (WaterClima LAC, 2016). They have implemented activities focused on the conservation and sustainable use of natural resources. They have implemented early warning systems for flooding and have set up a programme for the restoration of mangrove forests.

The success of this community association has allowed for many plant and animal species to be rejuvenated and for the coastal community to be more resilient to climate changes. The association now forms integral part of the management processes of the local and national government.

[www.waterlac.eu](http://www.waterlac.eu)



[www.worldbank.org/waca](http://www.worldbank.org/waca)

