





### **INTRODUCTION**

DeSIRA-LIFT support to pilar 1 projects on Communication







## Why « Communicating Research » is important?

- Research is just one of many competing factors influencing innovation processes, decision makers and changes in practice.
- To be effective, DeSIRA projects must engage with a diversity of stakeholders all along the R&I process, and be able to communicate in a language that they can understand



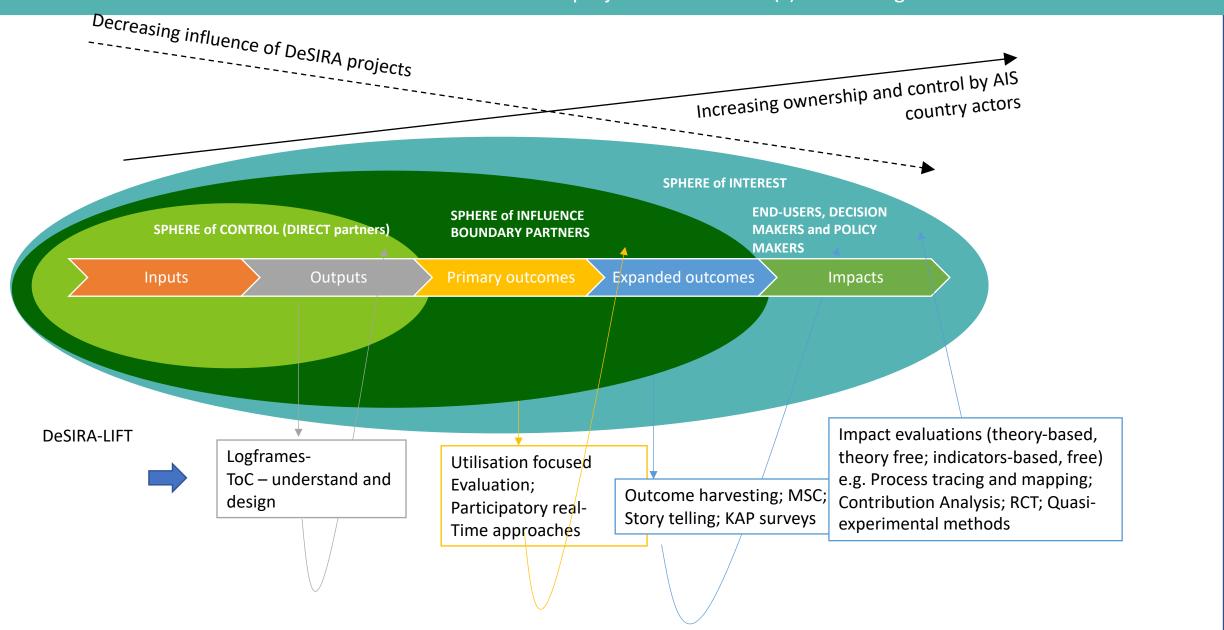
- Good communication is fundamental to maximize the impacts of DeSIRA projects
- Communication products are key deliverables





#### **COMMUNICATION MUST BE PART OF YOUR MEL SYSTEM**

From Evaluation to communication to influence project environment(s) and strengthen national AIS

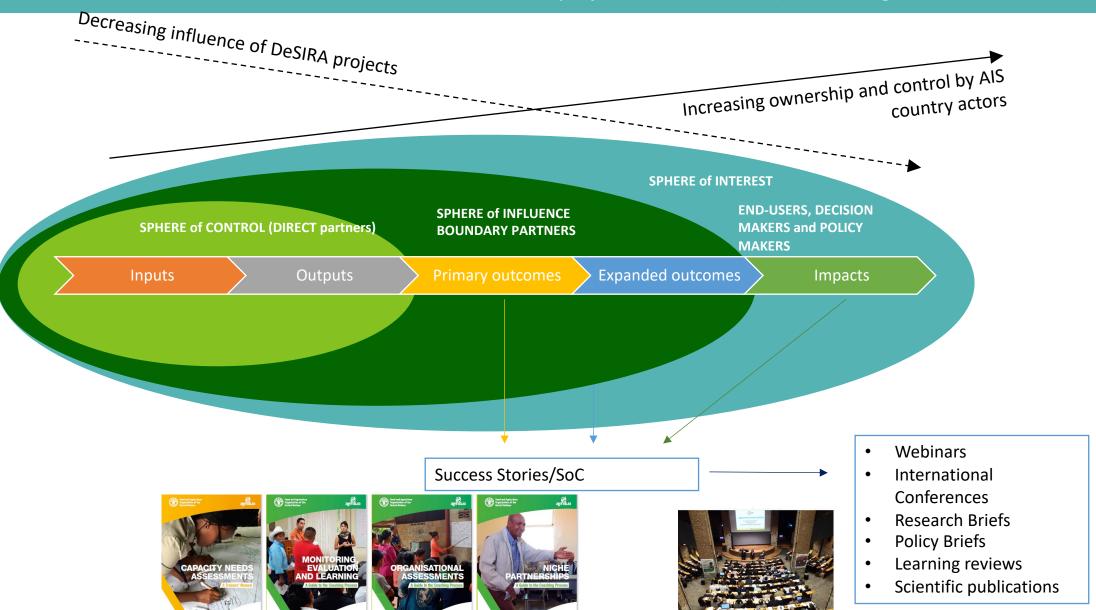






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From Evaluation to communication to influence project environment(s) and strengthen national AIS









# DeSIRA-LIFT support offer on Communication

### Timeline of DeSIRA projects: 2019

2022

Inception and planning

Launching

Execution

Cycle 2 of DeSIRA-LIFT support services

2024

Closure

#### **DeSIRA LIFT Support to MEL and communication:**

- Designing MEL system
- Desiging project communication strategy

- Using communication for stakeholder engagement
- Using media to communicate project outcomes

Linking communication to the use of MEL results, and in support of the intervention/innovation strategy

- Participatory videos
- Communicating research: written producs
  - Stories of change
  - Research briefs

- Make research findings more accessible to decision makers
- Policy briefs