

# Communications and Knowledge Management for the Great Green Wall

## Why Communications and Knowledge Management Matter

Communications and Knowledge Management play a major role in achieving the key objectives of the Great Green Wall for the Sahara and the Sahel Initiative (GGWSSI). Sharing information, stimulating dialogue, generating and disseminating knowledge are all vital to the success of the initiative and can help inform and inspire national and international policy makers to act decisively, whilst empowering local communities. In the context of the GGWSSI, Communications and Knowledge Management can help to:

- Strengthen political commitment for the implementation of the initiative by engaging key audiences and stakeholders
- Catalyze financial support for the long-term sustainability of efforts to combat land degradation and desertification
- Support the creation of a learning and networking platform to forge synergies and partnerships
- Inform on progress and impacts of the implementation of the Initiative and ensure transparency and accountability.

## GGWSSI Communications Strategy and Plan

The Communications Strategy and Plan for the GGWSSI is part and parcel of the overarching, *Regional Harmonized Strategy for the Implementation of the "Great Green Wall for the Sahara and the Sahel Initiative"*.

Communication is used to help shape and articulate a common GGWSSI vision, define its main goals and achievements, and outline its means and channels in conveying pertinent messages to target audiences, which include:

- General public and media
- Governments and institutions, local authorities and grassroots organizations

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- Partners, including donors and decision-makers in bilateral, multilateral and international cooperation
- Other stakeholders, including the scientific community, local communities and rural populations
- Beneficiaries, including farmers, pastoralists, herders in the circum-Sahel region.

Communication will focus on the following key messages:

- The GGWSSI provides an action framework for circum-Saharan countries to address the negative impacts of land degradation and desertification
- Through the promotion of sustainable land management (SLM) practices, the GGWSSI helps combat desertification in the Sahara and Sahel, contributes to climate change adaptation and mitigation and improves food security and resilience of local communities
- The GGWSSI is an African partnership based on an integrated, participatory and harmonized approach that strengthens the efforts of all stakeholders.

The communication strategy involves three communication disciplines:

- **Public information**

*Informing target audiences about activities, progress and accomplishments of the GGWSSI can help foster political commitment and resource mobilization efforts at the international and national levels.*

- **Information exchange and knowledge management**

*Making information about good practices readily available is vital in promoting learning and knowledge exchange between stakeholders, which can influence behavioural change.*

- **Communication for development**

*Communication for development plans will help foster enhanced participation of local communities, civil society and institutions at the local level.*

### The GGWSSI Web Platform

A dedicated online platform is being developed integrating information from a pool of existing knowledge management platforms, to

gather knowledge and experiences to benefit the GGWSSI community, with a special focus on the local level. The platform will share experiences and stimulate collaboration between decision-makers, development partners, scientists, and local communities with a view to increasing investments for SLM in the region.

### The GGWSSI Visual Identity

A visual identity has been developed, which capitalizes in an innovative and creative way on the values and specificities of the Peri-Saharan countries and cultures. In particular, it builds on some distinctive ideas of the initiative, including solidarity, inter-sectorality and the “mosaic” approach.

