DISSEMINATION PLAN

OF "THE GUIDING TOOLKIT FOR INCREASING CLIMATE CHANGE RESILLIENCE"

PREPARED BY
DR. AMR ABDELMEGUID

1   Contents

Executive Summary

Social, Ecological and Agricultural Resilience in the Face of Climate Change (SEARCH) was a three year regional project funded by the European Union that worked in five countries, namely: Egypt, Jordan, Lebanon, Morocco, and Palestine. During the period from 2011 till 2013, SEARCH piloted practical applications of a resilience framework which was developed from a "learning-by-doing" approach.

The accumulated knowledge and experience derived from SEARCH was transformed by its partners into a toolkit for increasing climate change resilience and by this helping societies achieve sustainability in spite of a continuously changing environment.

In principal, the added value of the Toolkit is twofold:

- It provides practical tools for guiding various practitioners, planners and decision makers in integrating climate change risks not only in national strategies but also in the local level and watershed level strategies and plans.
- It clearly demonstrates the flows of activities under each practical step and shows how these different steps are interlinked to deliver integrated and more resilient climate change adaptation plans.

In view of the above, having produced such a vibrant tool entails having it effectively disseminated to the body of development practitioners so as to make use of it and benefit from the knowledge generated from the process of developing it. As such, this document provides: a dissemination plan for the "Guiding Toolkit for Increasing Climate Change Resilience".

The dissemination plan will: i) specify in detail the target audience and users of the produced knowledge, so as to tailor the dissemination products for their specific needs; ii) mention the communication means and channels to reach all members of the target audience; iii) define the best timing of dissemination and the responsible people for dissemination; and iv) describe how to evaluate the dissemination efforts.

Dissemination objectives are:
- All target audiences to receive a copy of the Toolkit by the end of June 2015.
- Development practitioners receiving the Toolkit will know exactly its benefits and how to use it by the end of December 2015.
- At least 5% of development practitioners, who received the Toolkit, will use the tools described in it before end of December 2015 and will be capable of developing "Climate Change Resilience Strategies/Plans".

Below is a table that describes the target audiences, dissemination objectives and the corresponding dissemination means and tools:

Target Audiences/Beneficiaries	Dissemination Objective	Dissemination Means and Tools
• Directors of international organizations • Ministers of the Arab Countries and other Policy Makers • CEOs of Environmental Agencies • Heads of Universities and Environment Colleges at these Universities • Heads of Research Centers	• Awareness about the Toolkit	• Seminars, conferences, websites and media. • Policy Briefs, presentations, flyers, brochures.
• Relevant Programme Managers at international organizations • Professors • Government Officials in relevant Ministries (Environment, Water, Agriculture) • Relevant Research Centers	• Understanding of the Toolkit benefits and utilization	• Seminars, conferences, websites, listservs and media. • Green Paper which refers to the Toolkit, Policy Briefs, presentations, flyers, brochures.
• Development practitioners at Civil Society Organizations • Researchers at Research Centers • Practitioners in relevant Ministries	• Understanding of the Toolkit benefits and utilization • Inducing change by the ability of developing Climate Change Resilience Strategies and Plans	• Seminars, conferences, websites, social media, listservs, communities of practice and media. • Green Paper which refers to the Toolkit, Policy Briefs, presentations, flyers, brochures.

Dissemination activities are to be undertaken by mid November 2015 the latest. Evaluation of dissemination efforts is planned to take place mid November and the evaluation report is expected by the first week of December 2015.

1. Introduction

Social, Ecological and Agricultural Resilience in the Face of Climate Change (SEARCH) was a three year regional project funded by the European Union that worked in five countries, namely: Egypt, Jordan, Lebanon, Morocco, and Palestine. During the period from 2011 till 2013, SEARCH piloted practical applications of a resilience framework which was developed from a "learning-by-doing" approach.

The accumulated knowledge and experience was transformed by SEARCH partners into a toolkit for increasing climate change resilience and by this helping societies achieve sustainability in spite of a continuously changing environment.

The approach described in the Toolkit is based on joint learning, planning and testing of adaptations to climatic changes by stakeholders through demonstration sites. The Toolkit explains the practical framework of activities based on the involvement of those who are vulnerable to the impacts of climate change on water and agriculture, which leads towards improved local adaptation, and to the development and implementation of resilience plans for towns, villages, district and governorates. It advocates a process of collaboration through dialogue to bring about a change in the way that the water sector professionals and water users work with each other and with the social and environmental sectors.

The Toolkit aspires to support all those involved in the design of measurable, verifiable, and reportable adaptation initiatives by providing a step-by-step guidance on the process. As such, it seeks to answer the following: what are the basic steps in planning and designing a climate change adaptation strategy and plan at the national, sub-national and local levels?

The Toolkit will help its targeted beneficiaries to:

- Conduct stakeholder analysis and gather data on views and perceptions of local communities;
- Identify causes and effects of climate change impacts;
- Assess vulnerabilities and resilience of social and ecological systems;
- Prioritize adaptation options and develop climate resilient plans;
- Provide a solid knowledge base for decision making; and
- Link theory with practice as well as research with application.

In principal, the added value of the Toolkit is twofold:

- It provides practical tools for guiding various practitioners, planners and decision makers in integrating climate change risks not only in national strategies but also in the local level and watershed level strategies and plans.
- It clearly demonstrates the flows of activities under each practical step and shows how these different steps are interlinked to deliver integrated and more resilient climate change adaptation plans.

In view of the above, having produced such a vibrant tool entails having it effectively disseminated to the body of development practitioners so as to make use of it and

benefit from the knowledge generated from the process of developing it. This is exactly what this document will provide: a dissemination plan for the "Guiding Toolkit for Increasing Climate Change Resilience".

The dissemination plan will: i) specify in detail the target audience and users of the produced knowledge, so as to tailor the dissemination products for their specific needs; ii) mention the communication means and channels to reach all members of the target audience; iii) define the best timing of dissemination and the responsible people for dissemination; and iv) describe how to evaluate the dissemination efforts.

2. Dissemination Goals and Objectives

The Toolkit is a rich product that serves as a means (tools) to an end (climate change resilience strategies and plans). Therefore, the purpose of disseminating it is for awareness raising for audiences at strategic positions. However, it is a product that can be practically used only by development practitioners and researchers with high communication skills and fair knowledge of environmental issues. Hence, the main goals for dissemination are:

- *Dissemination for "Awareness":* Such dissemination mainly goes for target audiences working at the strategic level in development organizations and Ministries relevant to Climate Change (Directors, Ministers, Deputy Ministers, Department Heads, etc.). The dissemination plan aspires to make these beneficiaries aware of the Toolkit and its use. These in turn will ask subordinates in their organizations/entities to make use of the Toolkit whenever there is a need.
- *Dissemination for "Understanding":* There are groups/audiences that need to be targeted directly with the dissemination efforts. This is because such groups/audiences can benefit from what the Toolkit offers. It will be important, therefore, that these groups/audiences have a deeper understanding of the Toolkit.
- *Dissemination for "Action":* Action refers to a change of practice resulting from the adoption of approaches and tools offered in the Toolkit. The groups/audiences are in a position to "influence" and "bring about change" within their communities. These are the groups/audiences that are equipped with the right skills, knowledge and understanding of the Toolkit in order to achieve real change. But in order to enable development practitioners to effectively utilize the body of knowledge in the Toolkit, they need to get properly trained on how to use the tools offered. Such capacity building activities do not belong to the scope of this dissemination strategy, however, these are well kept in mind as a future endeavor.

In view of the above, dissemination objectives are:
- All target audiences to receive a copy of the Toolkit by the end of June 2015.
- Development practitioners receiving the Toolkit will know exactly its benefits and how to use it by the end of December 2015.

- At least 5% of development practitioners, who received the Toolkit, use the tools described in it before end of December 2015 and will be capable of developing "Climate Change Resilience Strategies/Plans".

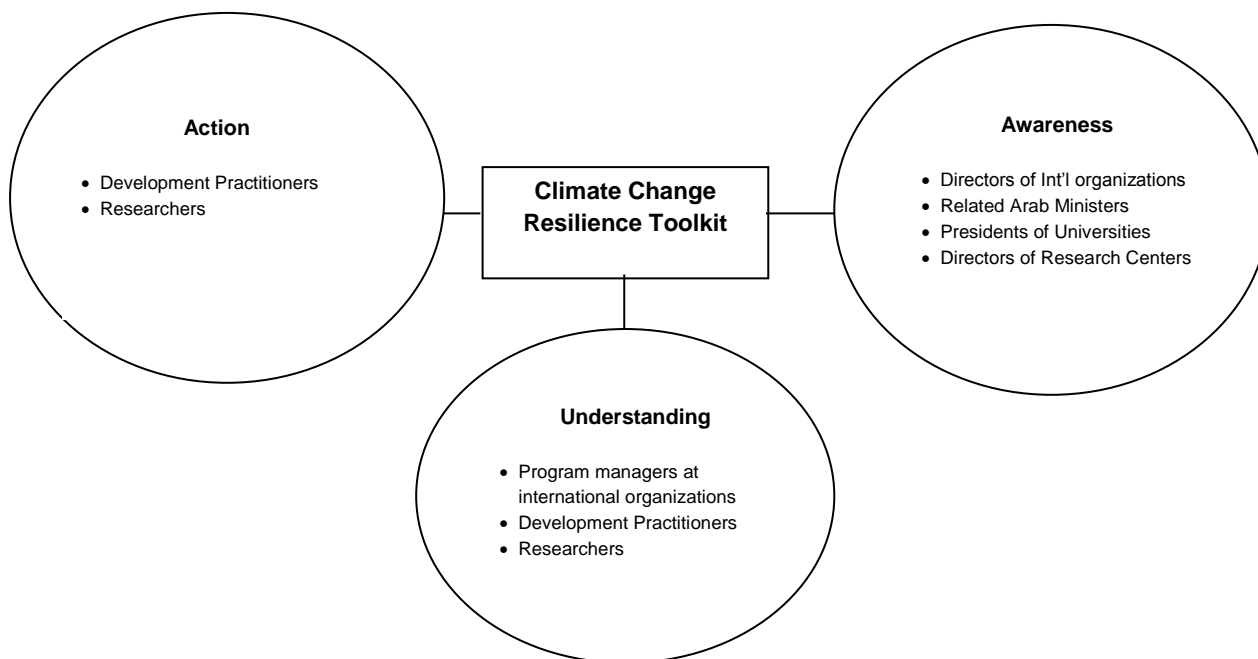## 3. Target Audiences/Beneficiaries of the Dissemination Plan

The main target audiences of the Climate Change Resilience Toolkit are all those concerned with practical approaches for tackling the complex theme of resilience. It is particularly relevant for those who want to initiate and facilitate change processes to improve local climate change resilience and national adaptation strategies and may include, but is not limited to, planners, decision makers, civil society, academia, environmentalists, social groups and end users.

As long as people leading the process have a high level of technical and facilitation capacity, the toolkit will help to achieve change. However, it cannot achieve anything by itself and is only useful in the hands of committed people with relevant skills.

To further illustrate those audiences to whom the Toolkit will be disseminated, the following brief description of each explains the relation between the Toolkit and those audiences as follows:

- **Directors of international organizations:** directors of organizations relevant to the Toolkit's theme should know about it so as to request their subordinates to use it when needed.
- **Ministers of Arab Countries:** similar to directors of organizations, Ministers (of water, agriculture, and environment) would ask subordinates in Ministry departments relevant to the Toolkit's theme to make use of it, to develop resilience strategies and plans, etc.
- **Policy Makers:** may use the Toolkit as a reference for the policies that they develop.
- **Presidents of Universities:** may decide to adopt the Toolkit as a reference book for students studying environmental sciences, hydrology or agriculture.
- **Heads of Environment Colleges at Universities:** may use it as a reference book.
- **Directors of Research Centers**: may benefit from the application of tools in generating evidence for research questions.
- **Program Managers and practitioners in International Organizations:** may use the Toolkit as a guidebook to their work in communities to find solutions to climate change problems and assist in building resilience.
- **Practitioners and researchers in Civil Society Organizations and Research Centers:** may utilize the tools to find answers to development problems and research questions.

The diagram below indicates the various target audiences/beneficiaries of the dissemination plan and the reason behind disseminating the Toolkit to them.

Action
- Development Practitioners
- Researchers

Climate Change Resilience Toolkit

Awareness
- Directors of Int'l organizations
- Related Arab Ministers
- Presidents of Universities
- Directors of Research Centers

Understanding
- Program managers at international organizations
- Development Practitioners
- Researchers

4. Dissemination Mediums/Channels and Tools

This section describes the different mediums/channels that can be used for disseminating the Toolkit. Identifying the right dissemination mediums entails that the following question be answered: What is the most effective way to reach each audience? This section will first mention the mediums and tools, and will then map each to the Toolkit's target audiences.

4.1 Mediums/channels for dissemination

4.1.1 Seminars and conferences/workshops

Hosting or attending seminars, conferences, community forums are common methods for Dissemination. The Toolkit can be distributed during these external events and at the same time it can be distributed in events/workshops/conferences organized by CEDARE.

Outcome measure: number of seminars/conferences/workshops attended or organized, number of copies distributed of the Toolkit, range of target audience represented.

4.1.2 Presentations at external conferences and events

Giving presentations about the Toolkit is effective, especially if the Toolkit's target audiences are participants of these external conferences and events. Whether organized by CEDARE or by other organizations, presentations about the Toolkit will increase the awareness of attendees about its importance and use and may raise the interest of development practitioners in applying the tools described in it.

Outcome measure: number of presentations given about the Toolkit, type and size of conference/event, conference/event attendance.

4.1.3 Websites

Websites are of course used for the purpose of reaching out to a wide range of professionals. Hence, posting the Toolkit on its partners' websites, and in this case on CEDARE's Environmental Governance Program webpage will increase its visibility and outreach.

Outcome measure: website hits, page views, document downloads, comments received, requests for information received.

4.1.4 Social media

Facebook and Twitter are important electronic tools for effective dissemination. SEARCH Project – based on which the Toolkit was produced – already has a Facebook Page. Hence, this Page could mention the links to the web pages of partners that posted the Toolkit.

Outcome measure: number of members/followers, network page views, page comments, mentions, re-tweets, blog posts, blog post views, feedback.

4.1.5 Communities of Practice

A Community of Practice (CoP) is comprised of a group of people who share a profession. In case of the Toolkit, it would be a group of development practitioners working in the field of environment, water and food, or climate change. The group can be created specifically with the goal of gaining feedback from the practical application of the Tools mentioned in the Toolkit. The feedback can add or improve the use of Tools for the benefit of the climate change community.

Outcome measure: changes/additions to the Toolkit as a result of the CoP, frequency of interaction amongst practitioners of the CoP, and the status of the CoP.

4.1.6 Listserv

A Listserv, is a method of communicating with a group of people via email. It is a small program that automatically sends messages to multiple e-mail addresses on a mailing list. When someone subscribes to a mailing list, the listserv will automatically add the address and distribute future e-mail messages to that address along with all the others on the list. When someone un-subscribes, the listserv simply removes the address.

To find relevant listservs, fetching via search engines is recommended. Brainstorm keywords related to climate change, water, agriculture, and so on. Then search for the term (plus the words "listserv", "google group," or "email list") on your favorite search engine and see what turns up.

For example, the International Institute for Sustainable Development has created a listserv called CLIMATE-L to enhance understanding about issues related to climate change by allowing subscribers to post their information about the topic with a focus on climate change policy. CLIMATE-L is an effective tool for its users to publicize and coordinate their efforts through virtual knowledge exchange.

To subscribe to the CLIMATE-L listserv, CEDARE's related programs e-mail address needs to be entered on the website of IISD as per the link below:

http://climate-l.iisd.org/about-the-climate-l-mailing-list/

Other relevant listservs are:

http://www.fs.fed.us/news/cc-listserv-subscribe.html

http://listserv.wa.gov/cgi-bin/wa?A0=WA-CLIMATE-CHANGE

Outcome measure: no. of subscribers to each listserv, feedback.

4.1.7 Media

The regional and Egyptian media are interested in the topics related to climate change. Hundreds of articles about climate change in Egypt, its impacts on water and food, and how to face it were written in 2014 alone. Hence , it would be very useful to continuously update them about the Toolkit, especially the capacity building activities related to it.

Outcome measure: number of press releases sent, number of media entities contacted, number of media representatives in events related to the Toolkit or in events in which the Toolkit is presented, and number of articles written about the Toolkit and its related activities.

4.2 Dissemination Tools

4.2.1 Production of Policy Briefs

Policy Briefs often present the rationale for choosing a particular policy alternative or course of action in a current policy debate. The common audiences for a policy brief are interested in potential solutions based on new evidence generated from the application of tools in the Toolkit .

Hence, Policy Briefs should be brief and concise and should focus on how new evidence has implications for a particular policy. Policy Briefs will be distributed in hard copy at various events and published in electronic form on CEDARE's website and related listservs.

IUCN and CEADER in addition to the SEARCH partners already produced a Policy Brief based on SEARCH findings, and partners will distribute this brief to its intended audiences.

Outcome measure: number of policy papers issued, feedback received.

4.2.2 Personal communications

Personal communications encompasses wireless voice and/or wireless data communications systems such as telephone conversations, e-mail communication, etc.

Outcome measure: e-mail responses, expansion of network of contacts, numbers of outgoing and incoming calls related to the Toolkit.

4.2.3 Mailing lists

Mailing lists of the concerned organization, in this case – CEDARE, or those of other entities such as Listservs are important forms that help in the dissemination of publications. Therefore, the Toolkit will be distributed to relevant entities and experts on CEDARE's mailing list, and its PDF format will be distributed to Listservs as mentioned earlier.

Outcome measure: no. of contacts sent to, expansion of network of contacts, feedback.

4.2.4 Press releases

Press Releases are one of the most efficient and effective ways to disseminate information to the media and other organizations. They can be easily sent to media outlets via-e-mail and posted on the organization's website.

Outcome measure: number of press releases circulated, number of media communications issued, number published, media interviews, geographical scope and range of publication, size of media distribution list, no. of articles in the Press and no. of media participants at CEDARE's events related to Climate Change and the Toolkit.

4.2.5 Printed material

Creating flyers, posters, brochures, or briefs about Climate Change Resilience Tools and their impact on communities, offer a concise and visually-appealing way to disseminate information to broad audiences.

Outcome measure: number of flyers & posters printed and distributed, number of events in which the flyers and posters are displayed and/or distributed.

4.3 Mapping Mediums and Tools to Target Audiences

The table below maps the dissemination channels and tools to target audiences as follows:

Table 4-1: Mapping of Mediums and Tools to Target Audiences

Target Audiences/Beneficiaries	Dissemination Means and Tools
• Directors of international organizations • Ministers of the Arab Countries and other Policy Makers • CEOs of Environmental Agencies • Heads of Universities and Environment Colleges at these Universities • Heads of Research Centers	• Seminars, conferences, websites and media. • Policy Briefs, presentations, flyers, brochures.
• Relevant Program Managers at international organizations • Professors • Government Officials in relevant Ministries (Environment, Water, Agriculture) • Relevant Research Centers	• Seminars, conferences, websites, Listservs and media. • "Green Paper"(described in section 6 of this document) which refers to the Toolkit, Policy Briefs, presentations, flyers, brochures.

• Development practitioners at Civil Society Organizations • Researchers at Research Centers • Practitioners in relevant Ministries	• Seminars, conferences, websites, social media, Listservs, communities of practice and media. • Green Paper which refers to the Toolkit, Policy Briefs, presentations, flyers, brochures.

5. Evaluation of the Dissemination Plan

An evaluation plan clarifies how to describe the *"What,"* the *"How,"* and the *"Why It Matters"* for a program and how to use evaluation results to improve the program.

Evaluation is an important aspect of dissemination planning and implementation. Dissemination planning promotes the ability to describe the impact and/or the changes that may have occurred through the use of project's results. Conducting dissemination evaluation activities, do not need to be too costly or take too much time. Not conducting dissemination evaluation, however, does not allow reporting success. It is not enough to say that the project is successful or that the intended audience(s) received the project's disseminated information. Such informal assessment lacks the power to assist in deciding how to improve success.

> **"An evaluation plan is a written document that describes how you will monitor and evaluate your program, as well as how you intend to use evaluation results for programme improvement and decision making."** *(Developing an Effective Evaluation Plan, Centre for Disease Control, 2011)*

It is possible to do dissemination evaluation that is not overly burdensome. In fact, evaluation of dissemination activities needs to answer the following question: *What difference has dissemination made?* In a very significant way, the ability to answer this question enables the presentation of information that shows impact on target audience(s). Because dissemination is the process by which to facilitate use of shared information, any measurable impact on users significantly reflects on the effectiveness of dissemination strategies.

In view of the above, the purpose of evaluating dissemination efforts is to:

- To determine how well dissemination objectives are met
- To identify strengths and areas needing improvement in the dissemination mediums and tools used,
- To better meet the information needs of target audiences;

Evaluation methods that can be used for the dissemination plan are as follows:

- Interviews,
- Focus groups,
- Brief surveys (Monkey Survey), and
- Feedback forms included on dissemination products.

Since the time frame for disseminating the Climate Change Resilience Toolkit and evaluating the dissemination effort is relatively short – required to be accomplished

no later than December 2015 – it is recommended to perform a "Process Evaluation" to assess the implementation of the plan. In this regard, a brief survey can be sent to all contacts in the Mailing List used for dissemination (as a sample audience). This survey is to include questions about:

- How well are dissemination plan objectives achieved?
- Are target audiences adequately reached with different dissemination strategies?
- How do target audiences rate the quality and relevance of the disseminated Toolkit?

Below is a table of key indicators, mentioned earlier in section 4, that correspond to the different dissemination activities considered for the Toolkit.

Table 5-1: Key Indicators

Dissemination activity	Key indicators
Seminars/conferences/workshops	- Number of seminars/conferences/ and workshops attended or organized, - Number of copies distributed of the Toolkit, - Range of target audience represented.
Presentations at external conferences and events	- Number of presentations given about the Toolkit, - Type and size of conference/event, conference - Event audiences.
Websites	- Website hits - Page views - Document downloads - Comments received - Requests for information
Social media	- Number of members/followers, - page views, page comments, mentions, re-tweets, blog posts, blog post views, feedback
Communities of Practice (CoP)	- Changes/additions to the Toolkit as a result of the CoP, - Frequency of interaction amongst practitioners of the CoP, - Status of the CoP.
Listservs	- No. of subscribers to each listserv, - Feedback
Policy Briefs	- Number of policy briefs issued, - Feedback received
Media	- Number of press releases sent, - Number of media entities contacted, - Number of media representatives

	- in events related to the Toolkit or in events in which the Toolkit is presented, and - Number of articles written about the Toolkit and its related activities.
Personal communications	- e-mail responses, - Expansion of network of contacts, - Numbers of outgoing and incoming calls related to the Toolkit
Mailing Lists	- No. of contacts sent to, - Expansion of network of contacts, - Feedback.
Press Releases	- Number of press releases circulated, - Number of media communications issued, - Number of articles published, media interviews, - Geographical scope and range of publication, - Size of media distribution list, - Number of media participants at events related to Climate Change and the Toolkit.
Printed Material	- Number of flyers & posters printed and distributed, - Number of events where these are displayed and/or distributed

6. Dissemination Timetable

The following illustrates the dissemination activities of the project based upon a month-by-month delivery schedule. The scheduling of these activities is closely aligned with key project deliverables. Some activities (e.g. e-mail and press releases) intensify pre and post key deliverables. These time frames should be regarded as indicative.

It is worth mentioning that CEDARE started disseminating the Climate Change Resilience Toolkit way before the development of this Dissemination Plan. Dissemination activities that took place so far are mentioned below:

- Regional Closing workshop of SEARCH in Amman, Jordan (April 2014) in which the Toolkit was distributed to participants.
- Council of Arab Ministers Responsible for Environment (CAMRE) organized by the league of Arab States in Al-Gouna (June 2014) distributed in a booth for CEDARE.

- Presentation about the Toolkit in the World Water Week in Stockholm (September 2014).
- Presentation on the Toolkit at the Workshop on Knowledge Sharing organized by IUCN, AGEDI (Abu Dhabi Global Environmental Data Initiative) organized in Amman, Jordan in November 2014).
- African Ministers Conference on the Environment (AMCEN), distributed the Toolkit in CEDARE's booth.
- CEDARE's Board of Trustees in which the Toolkit was mentioned in the Executive Director's Report which was distributed to the board members by mail (being one of CEDARE's important outputs).
- Steering Committee members in Egypt of RKNOW Project (Regional Knowledge Network on Water) – Deputy Ministers of Water Resources, CEO of EEAA (December 2014).
- A copy went to the environment section of Al-Ahram Newspaper so that they develop an article about it. It is expected soon.
- A PDF copy of the Toolkit is on RKNOW's website.

Expected events and activities in which dissemination can take place are as follows:
- World Water Forum in South Korea (12-18 April 2015). Distribution of a Policy Brief about the SEARCH Project which refers to the Toolkit.
- RKNOW Forum (12-13 May 2014) in Sharm El-Sheikh, Egypt. Presentation about the Toolkit and distribution to participants.
- CEDARE with ISESCO and the National Research Center as organizers of the Regional Workshop on Food and Climate Change (June 2015, Cairo Egypt). Presentation about the Toolkit and distribution.
- Posting the Toolkit on CEDARE's Webpage related to the Environmental Governance Program.
- Production of a "Green Paper" flyer describing "Tools for Increasing Resilience at Watershed Level with a focus on Institutional Change Processes" expected to take place by the end of April 2015 (will be printed in English and Arabic).

All in all activities are to be undertaken by mid November 2015 the latest. Evaluation of dissemination efforts is planned to take place mid November and the evaluation report is expected by the first week of December 2015.

Dissemination Activities	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Distribution of a Policy Brief at the World Water Forum 7 in South Korea	▓								
Presentation about and distribution of Toolkit at the RKNOW Forum in Sharm El-Sheikh, Egypt		▓							
Presentation about and distribution of Toolkit at the Regional Workshop on Food and Climate Change			▓						
Posting the Toolkit on CEDARE's Environmental Governance Program website						▓			
Development of a "Green Paper" based on the Toolkit	▓								
Referral from IUCN's facebook to webpages of Toolkit's partners			▓						
Subscription in Climate Change Listservs		▓							
Communicating with the media and sending out Press Releases		▓	▓	▓	▓	▓	▓		
Production of flyers and posters about the Toolkit		▓	▓	▓	▓	▓	▓		`
Conduct evaluation of the dissemination activities and write up of evaluation report								▓	▓
Write up of evaluation report								▓	