ReLISA Work Package 7: Communications and Knowledge Management

Tuesday 16th May 2023
Venue: CSIR International Convention Centre, Meiring Naudé Road, Brummeria, Pretoria
Communications and Knowledge Management

• Communications is an integral part of the project, not an adjunct
• Tell the human stories of ecosystem restoration
• Communication Strategy and Needs Assessment
• Linking with the UN Decade on Ecosystem Restoration (e.g. Flagships)
• Logo and visual identity
• Website, social media outreach, leveraging the resources of the UN Decade
• Side events at key national and international policy fora (GLF, COPs etc.)
• TEDx Restoration Event
• Multi-year video project with stakeholders on their restoration/ReLISA journey
• Explainer videos, infographics, podcasts etc...
Communications and Knowledge Management

• UN Decade Education Challenge -- aims to embed ecosystem restoration education into formal and non-formal education systems worldwide by 2030 – linking with Department of Education

• Restoration Knowledge Hub, featuring best practice examples from both national and global initiatives

• Guidance documentation and training materials on tools, data, evaluation of return on investment, and other lessons learned
Communications and Knowledge Management

- Who do you perceive as the key stakeholders for ReLISA?
- Who are the target audiences for communications and what are we asking them to do?
- What outreach channels are most effective in the South African context?
- What examples of successful communications around restoration can you share?
Thank you for listening.

Questions and Discussion