

ReLISA Work Package 7: Communications and Knowledge Management

Tuesday 16th May 2023

Venue: CSIR International Convention Centre, Meiring Naudé Road, Brummeria, Pretoria

Supported by:



based on a decision of the German Bundestag

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
