



# Tool No. 15: Sharing information and knowledge



This tool can be used when developing a communication or a knowledge sharing strategy for the NAP. It includes:

- ▶ A checklist for internal communication amongst partners, aimed at sharing knowledge, improving institutional memory and coordination.
- ▶ A checklist for external communication to raise awareness among the general public and key target groups on the NAP and its goal of eradicating forced labour in the country.

The development of a communications strategy should be based on an assessment of the needs of your target groups, its media habits and perceptions. This can be an extensive undertaking and may be included as an activity under the NAP.

	External communications issues to consider	Internal communication within the partner group
What are your communication objectives?	<p>Depending on whether your priority is to raise awareness on the issue of forced labour or on the NAP itself, your key messages and target audience will change. What are you trying to achieve?</p> <ul style="list-style-type: none"> <li>▶ Do you need to raise awareness on forced labour in general?</li> <li>▶ On the fact that your country is formulating, about to adopt, or now has a NAP on forced labour?</li> <li>▶ Or both?</li> </ul>	<p>Depending on the purpose, internal communication may be more intense and time demanding. What is the purpose?</p> <ul style="list-style-type: none"> <li>▶ To support coordination, i.e activity-based?</li> <li>▶ To enhance institutional memory? To implement specific activities?</li> <li>▶ To create a baseline for a future NAP?</li> </ul>
Who are your target audiences?	<p>Each specific group must be defined (size, characteristics, means of receiving information).</p> <ul style="list-style-type: none"> <li>▶ Who are your primary and secondary target audiences (i.e., policy makers, victims and at-risk groups, law enforcement officers)?</li> <li>▶ How are they affected by the issue?</li> <li>▶ What is their level of knowledge on forced labour?</li> <li>▶ What could be an obstacle / barrier for them to hear / believe your message?</li> </ul>	<p>Not all content must be shared with all partners. Some partners need to communicate closely, others only to be informed, and the repartition is likely to be different for each activity. A segmented dissemination strategy should be considered.</p> <p>Be mindful that some information may be confidential and sensitive (for instance data related to victims). Hence, the communication and knowledge sharing strategy must address data protection.</p> <ul style="list-style-type: none"> <li>▶ Do all partners have the same level of knowledge on forced labour?</li> <li>▶ If not, some initial communication may be needed to create a common level of understanding of the issue.</li> </ul>

	<b>External communications issues to consider</b>	<b>Internal communication within the partner group</b>
<b>What are your communication assets?</b>	<p>List all assets including research, cases studies, communication material (leaflets, etc.), press releases, blog entries, multimedia products.</p> <ul style="list-style-type: none"> <li>▶ What communication material is ready or near-ready?</li> <li>▶ What needs further development?</li> <li>▶ What should be developed from scratch?</li> <li>▶ What are the existing opportunities (pro-bono work, public-private partnerships, etc.)?</li> <li>▶ Who are the available spokespersons / experts?</li> </ul>	<p>List existing assets from the different implementing partners that could be used to support internal communication.</p> <ul style="list-style-type: none"> <li>▶ Are there already some existing assets (reports, etc.)?</li> <li>▶ Are there any contact groups / periodic meetings already in place?</li> <li>▶ Should you consider sending periodic newsletters?</li> </ul>
<b>What are your key messages?</b>	<p>To be tailored for each target audience.</p> <ul style="list-style-type: none"> <li>▶ What do you want the audience to know?</li> <li>▶ What do you want them to feel? What perception do you want to create?</li> <li>▶ What do you want them to do?</li> </ul>	<p>What do partners need to be informed on:</p> <ul style="list-style-type: none"> <li>▶ New developments (policy, legislation)?</li> <li>▶ Statistics (reported cases, assisted victims)?</li> <li>▶ Progress in the NAP implementation?</li> <li>▶ Budget monitoring?</li> <li>▶ Oversight report?</li> </ul>
<b>Are there specific concerns to be addressed?</b>	<p>Adjust your messages to the language that makes sense to your target audience. You should also use a different style to reach out to young people or to parliamentarians.</p> <p>Use language or visuals that promote a representation of diversity and inclusiveness. Be mindful not to perpetuate stereotypes.</p> <ul style="list-style-type: none"> <li>▶ How will you formulate your key messages?</li> <li>▶ Do they face language barriers (migrant workers or indigenous groups) or disabilities?</li> </ul>	<p>You must pay attention to potential sensitivities and respect partners' respective mandates.</p> <ul style="list-style-type: none"> <li>▶ Who is the communication focal point in each partner organization?</li> <li>▶ Who should be your focal point in each partner organization for more confidential information?</li> </ul>
<b>Which communication channels do you want to use?</b>	<ul style="list-style-type: none"> <li>▶ Who is the lead partner responsible for external communication?</li> <li>▶ How will you disseminate your message?</li> <li>▶ Where do your target audiences get their information from?</li> <li>▶ Whom do they trust?</li> <li>▶ Who and what influences their action?</li> </ul> <p>About the NAP dissemination:</p> <ul style="list-style-type: none"> <li>▶ Will you print and publish the NAP? If so, how many copies do you need?</li> <li>▶ How will you make the NAP available online? (Government websites, social media, public service announcements on TV and radio, other means?)</li> <li>▶ Will you organize events, such as press conference or expert panels?</li> </ul>	<p>It is important to identify who is ultimately responsible for the internal communication and knowledge sharing.</p> <p>Different platforms may have to be set up: their scope will depend on the purpose and intensity of communication and the number of partners involved.</p> <ul style="list-style-type: none"> <li>▶ What will require holding physical meetings?</li> <li>▶ What can be done through emails, messages and virtual meetings?</li> <li>▶ Will a cloud system or a shared database be necessary to ensure knowledge sharing and institutional memory?</li> <li>▶ Which measures can be taken to protect against the loss of records related to staff turnover?</li> <li>▶ Have the sufficient IT security measures (data protection, back up, IT support) been taken?</li> </ul>

	External communications issues to consider	Internal communication within the partner group
What is the available budget?	<ul style="list-style-type: none"> <li>▶ What is the available budget now?</li> <li>▶ What is the available budget likely to be in the future?</li> <li>▶ What budget is needed to implement the communication strategy (identify resource gap)?</li> </ul>	<p>Setting up robust information sharing procedures and systems, using appropriate technology, may be a necessary investment in ensuring coordinated and coherent NAP implementation. It will also support monitoring by sharing information on the division of work and deadlines, making it easier to track progress.</p> <ul style="list-style-type: none"> <li>▶ How to ensure that communication is effective and cost-efficient?</li> </ul>
What is the desired timeline?	<ul style="list-style-type: none"> <li>▶ What are the key dates and events with related communication products needed?</li> <li>▶ What could be potential opportunities to communicate (such as regional conference on a related topic, political forum, legislation processes)?</li> </ul>	<ul style="list-style-type: none"> <li>▶ What are the different milestones related to NAP implementation?</li> </ul>
How will you measure impact?	<p>List specific communication products (news items, social media messages, multimedia products, leaflets). These should be planned in the communication strategy. The impact can be measured comparing for instance the knowledge on forced labour after your interventions with the baseline.</p> <ul style="list-style-type: none"> <li>▶ Does the NAP M&amp;E encompass external communication?</li> <li>▶ Have SMART<sup>1</sup> targets and indicators (number of persons reached out, number of flyers distributed, etc.) been identified?</li> </ul>	<p>List specific communication products related to your M&amp;E plan (case studies, impact stories). These should be planned at very early stage and their aim is to demonstrate the impact of the NAP, comparing the situation after your interventions with the baseline.</p> <ul style="list-style-type: none"> <li>▶ Does the NAP M&amp;E encompass internal communication?</li> <li>▶ Have SMART targets and indicators (number of persons reached out, number of flyers distributed, etc.) been identified?</li> </ul>

1- SMART: Specific, Measurable, Achievable, Realistic and Timely.