

# Index Based Flood Insurance

Pointers for a  
Communications and  
Uptake Plan

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# What is Theory of Change and Impact Pathways ?

Frameworks which help in identifying causal links by which research achieves its intended benefits. A dialogue-based iterative process intended to generate a sequence of events and linking elements that is expected to lead to a particular desired outcome

## Role of Uptake & Communication

### Bridging the Gap – Catalyzing steps towards Impact

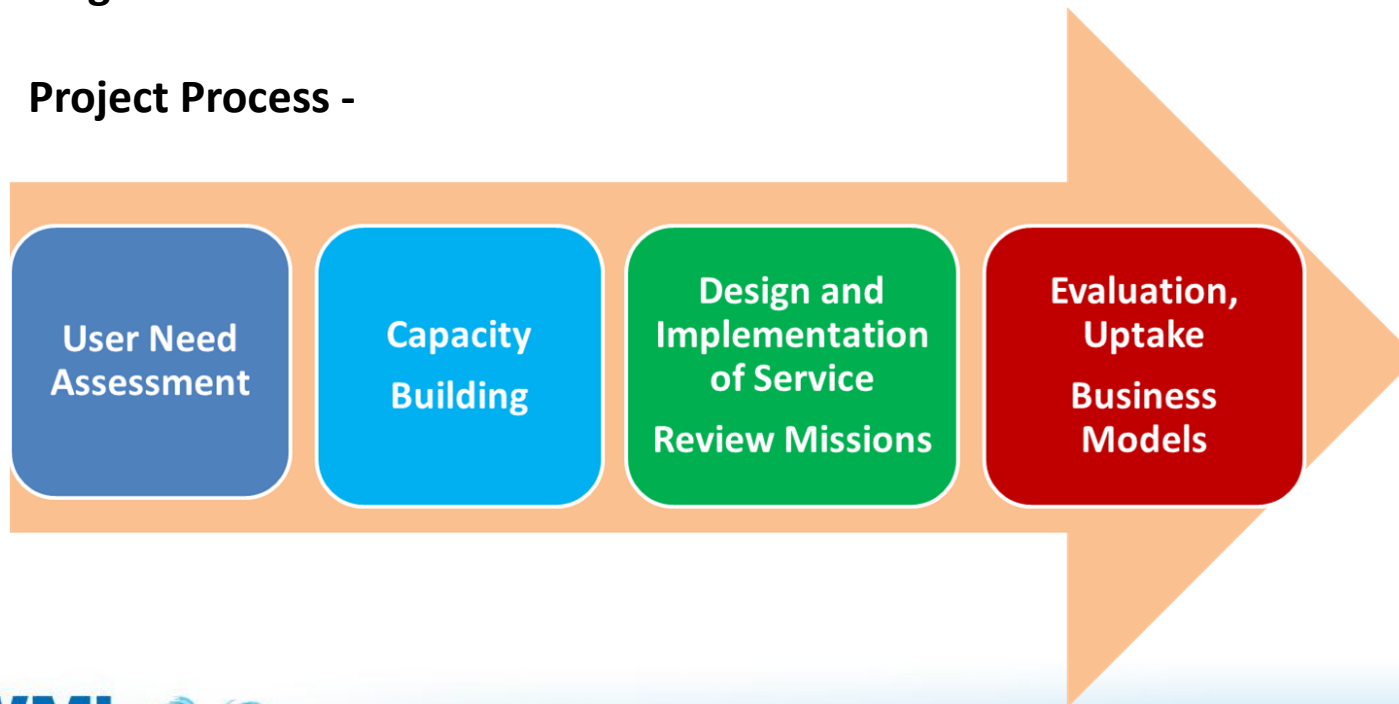


# Example – Smart ICT for Africa

**Outcome Desired** – A project which used ICT technologies for the benefit of poor, small, and remote farmers by providing direct and actionable advisories on weather, water and crop which would help them in managing their land resources better. The outcome desired was to make farmers comfortable using mobile technology and responding to the advice correctly

**Target** – Farmers in Africa

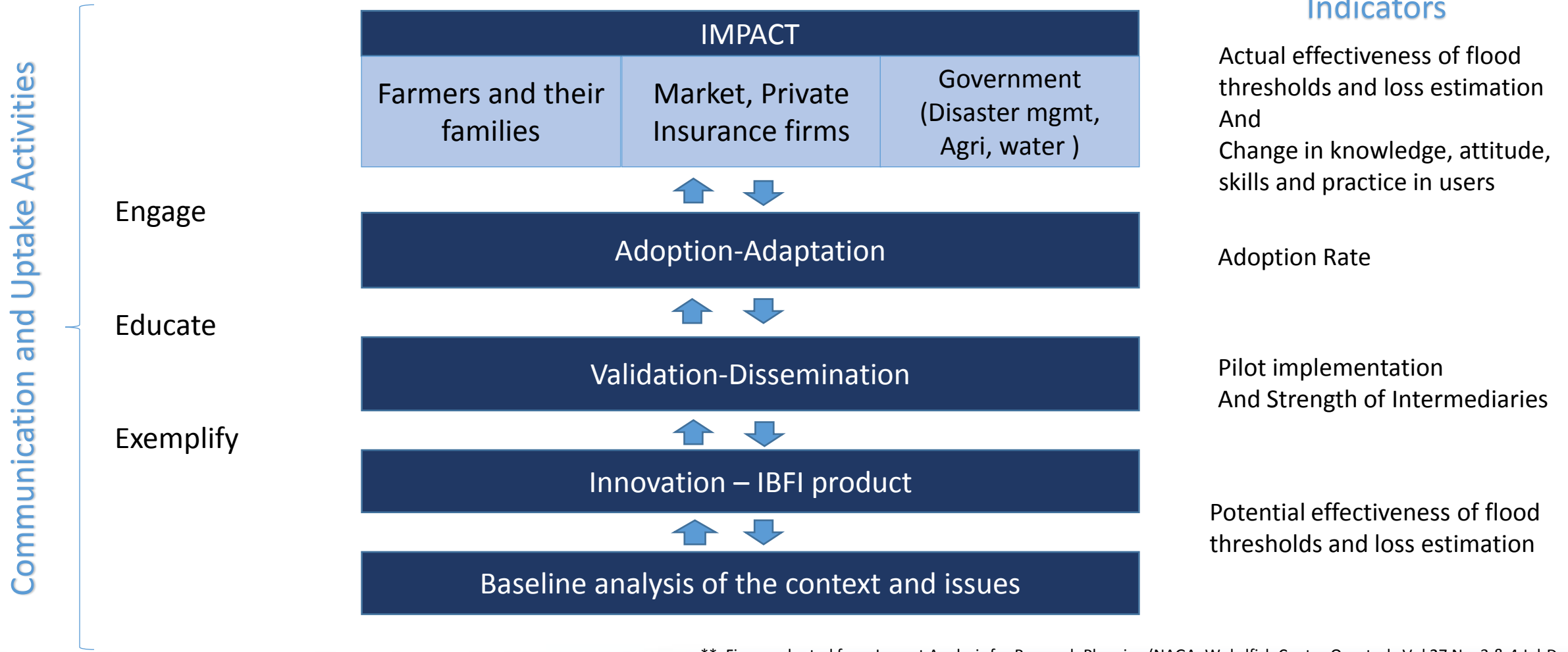
**Project Process -**



## Some C & U techniques used -

- SMS messages in local languages – Arabic, Amharic
- Key stakeholders were identified and their information needs assessed
- Capacity building of institutions, officers
- Training session for the farmers and extension agents who are major influencers and formed the link between researchers and farmers
- Other communication material prepared in local language like training manual, website etc

# IBFI Impact Pathway



\*\* Figure adapted from Impact Analysis for Research Planning (NAGA, Woldfish Centre Quarterly Vol 27 No. 3 & 4 Jul-Dec, 2004)

# Steps for developing **IBFI** Communication and uptake plan



# Example - Outcome 1

Introducing IBFI to key stakeholders and securing partnerships



## Introducing IBFI to key stakeholders and securing partnerships

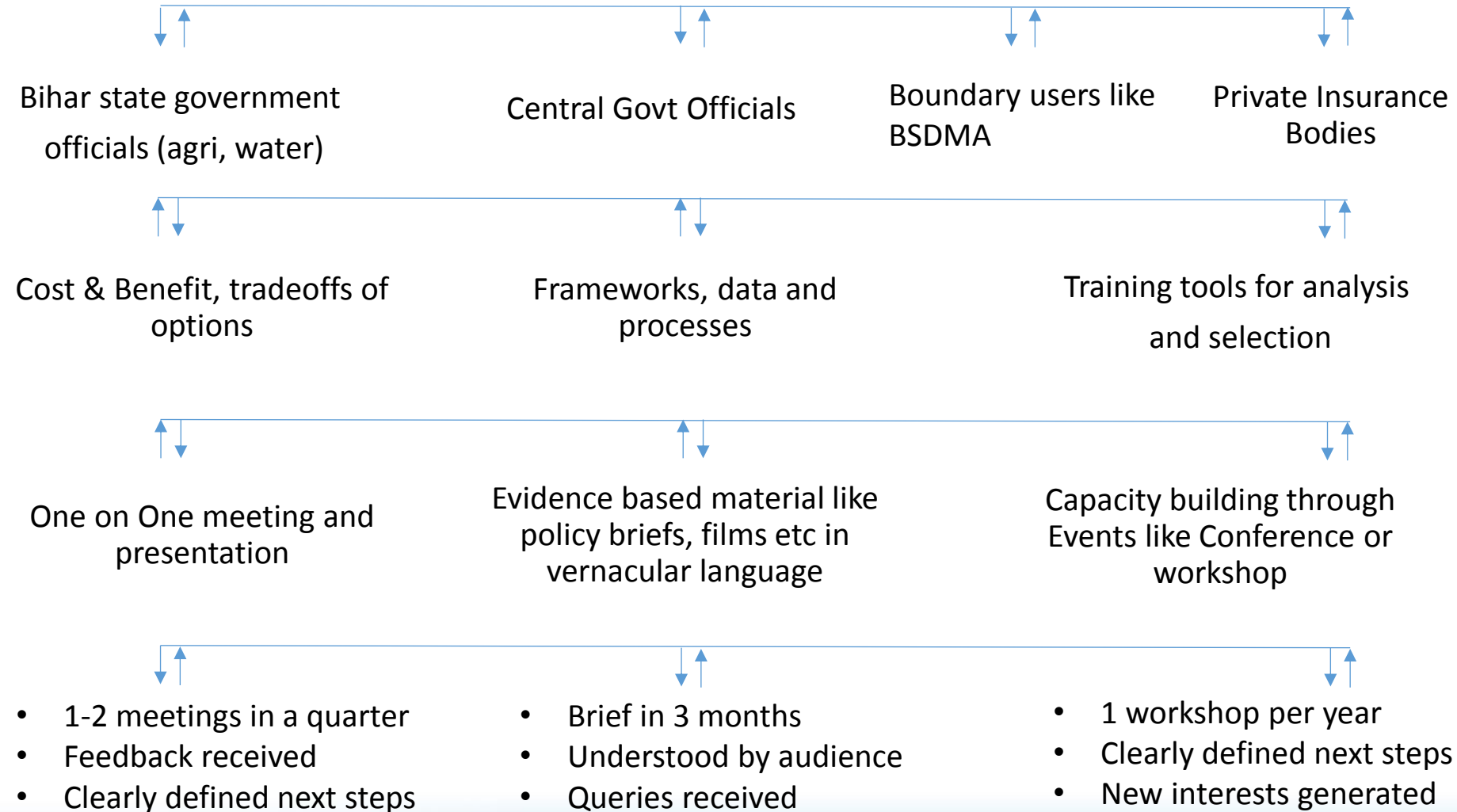
### Outcomes Desired

### Target Audience ( In India)

### Research Outputs

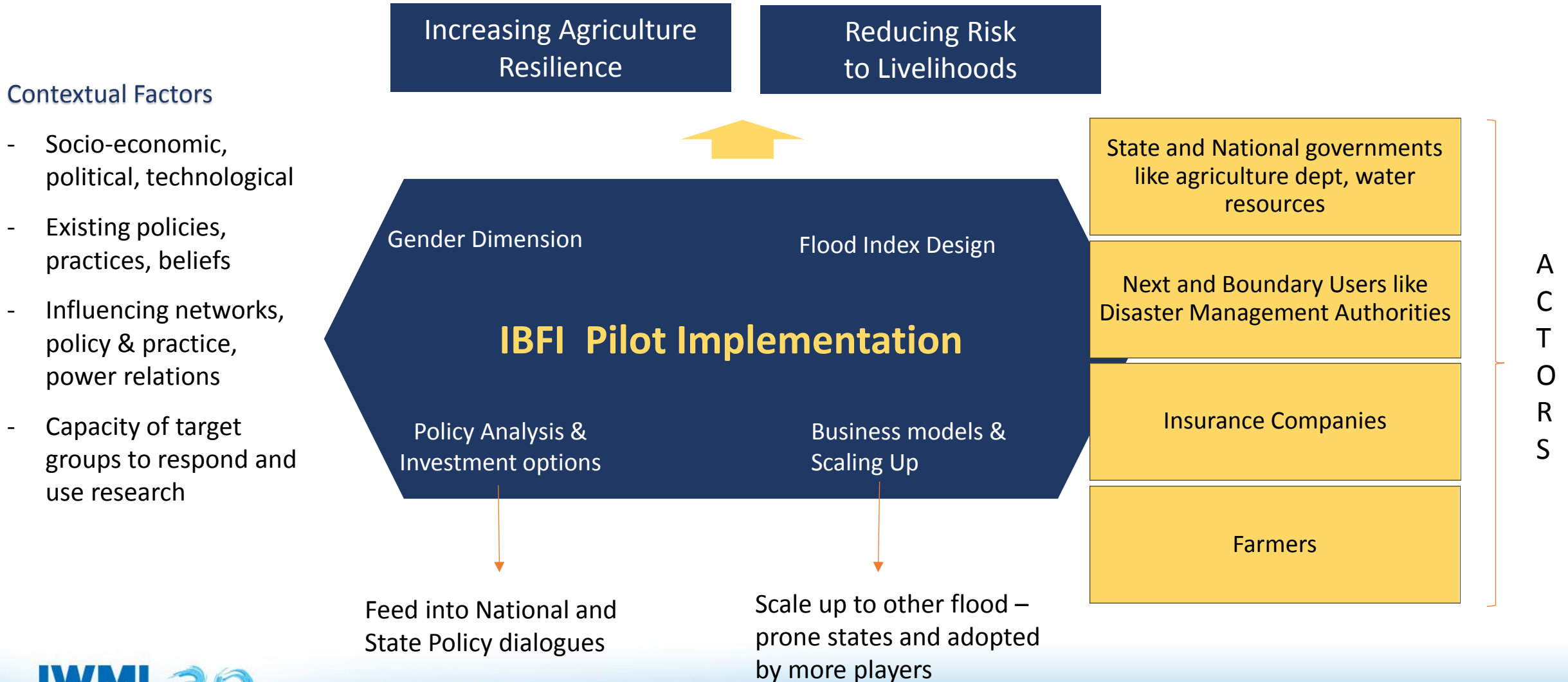
### Communication activities and outputs

### Timelines, Budget and Monitoring parameter



**\*\* The inception workshop being conducted in Bihar is an activity which leads to the larger outcome identified**

# IBFI – The Big Picture





# Questions

- Knowledge management
  - How do we capture and provide easy access to research related material between project partners – a closed platform ?
  - How do we provide access to information for people not directly involved in the project?
  - How do we organize ourselves internally to achieve this in terms of project coordination?
- Partners equally important in the communications & uptake process–
  - How do we divide the roles and responsibilities ?

# Suggestions

- Common closed platform only for partners for sharing and easy access to project documents like progress, baseline reports, discussion reports– Wikispaces/dropbox ? (eg. - <http://ganges-bdc.wikispaces.com/home>, <https://cgspace.cgiar.org/handle/10568/3360> )
- A webpage for external stakeholders with information of the project, links to knowledge products and periodic news updates either as a standalone or embedded within IWMI/WLE website (eg. - <http://iwmi-tata.blogspot.in/>, <http://www.smartict-africa.com/EN/>)
- An annual stakeholder workshop or conference where progress of each year can be discussed with all partners and influential stakeholders – would act as a good platform for engaging key people and collecting feedback.

# Exercise - Food for Thought

- Broadly what are the outcomes, intermediary outcomes, assumptions and preconditions for the IBFI project
- What information is crucial to communicate in 2015/16 and which channels are most effective (meetings, presentations, briefs, online)
- Roles and responsibilities for various activities

# THANK YOU

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