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CARPE III

Communications and Outreach Strategy



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Need for the Strategy

- Effective communication with stakeholders (U.S. decision makers especially)
- Share CARPE's work, results and impacts on a timely basis.
- Observations by CARPE senior managers confirmed this need
- Some USAID grants beneficiaries/recipients have not credited USAID support
- Tended to violate the requirements in the grants related to "Marking and Branding"
- Logos are inconspicuously buried in the back pages of publications (refer to USAID branding guidelines)
- Scientific/popular articles often do not credit USAID projects as data/ information sources
- Partner cooperation is critical to address these concerns.



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Targeted Stakeholders

- U.S. public, U.S. Congress and the U.S. Diplomatic missions in the region
- Central African governments, private sector and, civil society organizations
- Philanthropic donors, bilateral and multilateral agencies and organizations active in the region, and residents in the areas where we work.
- International Networks active on conservation issues.



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Target Audience

1. U. S. Congress (HAFCO, SFRC)
2. USAID Bureaus and Offices (AFR, E3, others) dealing with environmental programs
3. U.S. Embassies in DRC/ROC/Gabon/Cameroon/CAR/Equatorial Guinea)
4. Host government Ministries (Env./ Forestry/ other relevant sectors— mining, agriculture etc.)
5. Other donors for biodiversity and REDD+ activities in target countries
6. Civil society in host countries



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Communications Tools/Techniques:

1. Presentations to the Congressional committees by (USAID E-3, AFR/SD, USAID/LPA)
2. Special presentations by grantees (e.g. ZSM; NASA/UMD; AWF, WCS and WWF, CI etc.).
3. Program Briefers, CARPE Website, Newsletters, web sites, blogs, list serves and other media units maintained by implementing partners
4. Success stories in print media and international communication Networks (e.g. Elephant News; Elephants Conservation Organization, Afrique Environment Plus
5. Press releases and articles in newspapers and other media (in CARPE target countries)
6. Special Events-- Press conferences; Presentations by CARPE in International conferences



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Managing U.S. Interagency Relations

- Regular interaction with USG inter-agency partners implementing CARPE relevant programs- USFS, FWS, NASA, and USGS. DOS/CBFP and DoS/OES.
- Coordination, improving synergies, and exchange information on best practices.
- U.S. Missions in the target countries



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Information and data sources

1. Implementing partner reports, publications, press coverage, etc.
2. Annual CARPE progress reports
3. Quarterly CARPE team site visits
4. USFS and FWS project reports
5. Biannual State of the Forest report and scientific publications



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Implementation Strategy

1. USAID/CARPE team jointly with USAID/E-3, AFR/SD, USAID/LPA and IPs.
2. CARPE team will obtain information from IPs in a form ready for dissemination
3. CARPE will participate, coordinate and work with programs implemented by other USG agencies (DoS, USFWS, USFS)
4. Branding Strategy: CARPE management will closely monitor implementation by IPs



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Communication Strategy

Rationale, Need and Purpose
Tools, Techniques, Audience
Implementation of the Strategy

Bio: DR. Sanath K. Reddy, Director of USAID/CARPE has worked in various capacities with USAID over the last thirty plus years.

Dr. Reddy has a Ph.D. in Agriculture and MBA in Management.

He managed the design and implementation of agriculture development, NRM and environment programs.

He served in West and Central Africa, Southern Africa and SE Asia.

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