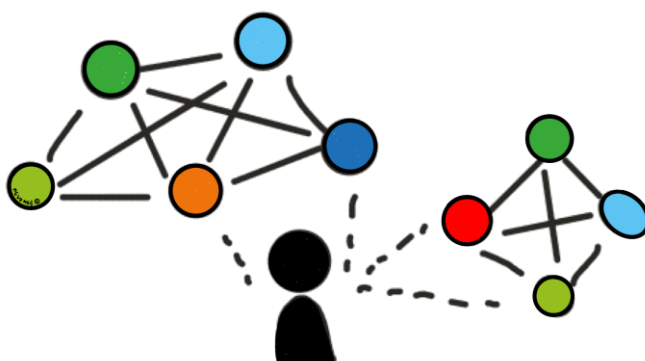## SHORT EXERCISES

Designing a Communication Strategy

In a nutshell

This tool supports the development of a strategy for tailor-made communication with various (groups of) stakeholders. This exercise is part of the *Training for setting up a Transformative Network.*

What for?

To work with my community on transforming the food system

How long?

8-10 hours, yet monthly efforts are needed afterwards

For whom?

Facilitators, Policy makers, Researchers, Businesses, Funders, Students, NGOs, CSOs, Professionals.

Created by

Athena Institute, VU University Amsterdam

Something to share?

Leave us a comment about this tool on the platform. You can also contact Kristiaan Kok (k.p.w.kok@vu.nl)
This tool was developed as part of FIT4FOOD2030 project, see this tool and others on the FIT4FOOD2030 Knowledge Hub.

Date of creation: August, 2020

How to cite?

What will you gain from this?

This tool provides an exercise that helps to develop a tailor-made communication strategy to effectively engage with relevant stakeholders in your transformative network.

The exercise is useful for (aspiring) Lab coordinators themselves, as well as for participants of a Lab, when the exercise is done in co-creation with a group of stakeholders.

DESIGNING A COMMUNICATION STRATEGY

This tool provides an exercise that helps to develop a tailor-made communication strategy to effectively engage with relevant stakeholders in your transformative network.

Once you have successfully identified and analyzed who your key stakeholders are and the basic architecture for connecting them, it is necessary to think about how you will communicate and engage with these stakeholders in a more practical sense. An important element is to build a deep connection with and between stakeholders that are desired in the transformative network.

The exercise is useful for (aspiring) Lab coordinators themselves, as well as for participants of a Lab, when the exercise is done in co-creation with a group of stakeholders.

PRIOR KNOWLEDGE REQUIRED:
Before starting this exercise, it is important that you have done the following exercises first:
- *stakeholder analysis*, in order to have an overview and understanding of the different stakeholders and their roles, interests, relations in the system.
- *preparing communication with stakeholders,* in order to support thinking about stakeholders and developing empathy for them before getting in touch.

RELATES TO THE FOLLOWING TOOLS:
- *Lab Design*
- *connecting to individual drivers*

These tools are all available in the FIT4FOOD2030 Knowledge Hub.
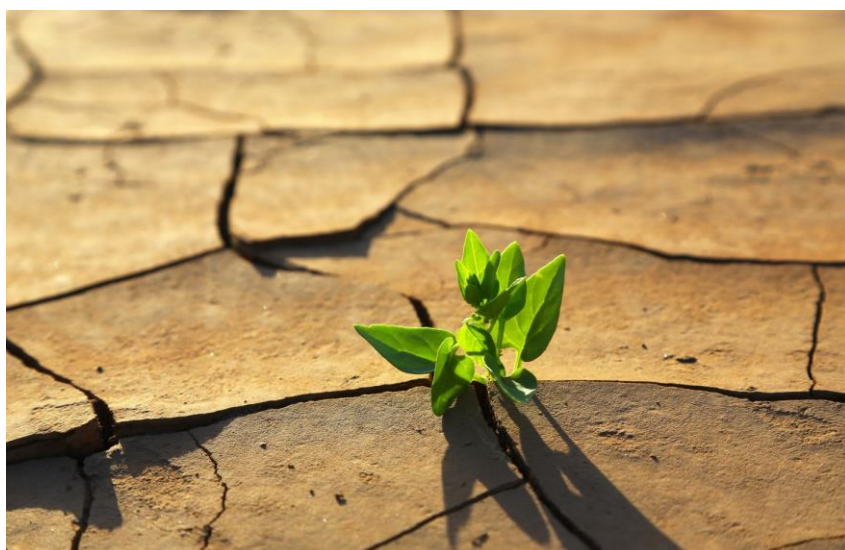
EXERCISE: DESIGNING A COMMUNICATION STRATEGY
DURATION: 8-10 hours

Especially when it comes to multi-stakeholder events or processes, it is recommendable to operationalize the steps towards the (first) event with the help of the 5W+H principle (who, when, why, what, where, how). The table below is an example matrix that can be used to design a communicating plan for (personal) stakeholder communication, a (multi-) stakeholder event or process, with specific attention to tailoring the communication with regard to each stakeholder separately.

The following steps can help to create a communication plan:

- With your stakeholder analysis and Persona(s)[1] in mind, make a timeline with an overview of 'who to contact when, with which means, to what goal, with which message', etc. The Persona template can be found in Appendix A.
- Write a letter to one stakeholder first. How do you introduce your connection with them? What information do you provide? What is the action you ask from this stakeholder? With this letter as a template, create letters for all the other stakeholders in the list. Adjust jargon and message sequence accordingly.
- Let one other person read the letter(s) before using it and together reflect upon the letter(s).
- Think about how to keep actor(s) 'on board' once connected and contacted.

WHO?	WHEN?	WHY? (OBJECTIVE)	HOW? (CHANNEL)	WHAT? (MESSAGE)

---

[1] See the exercise on 'Stakeholder Analysis'. A Persona is a fictitious person that 'summarizes' a really existing group of individuals with specific characteristics (e.g. fishermen, biomedical researchers). A Persona's purpose is to create a connection between the Persona-creator and the Persona. This differs from thinking in stereotypes, of which the purpose is more to classify people in a humoristic or a cynical way

APPENDIX A: PERSONA TEMPLATE

NAME:

DRAWING

AGE:

PROFESSION:

EDUCATION:

HOMETOWN:

FAMILY:

HOBBIES:

GENERAL INTERESTS:

COMMUNICATION CHANNELS/MEANS/MEDIA:

LIFE MOTTO:

A DAY IN LIFE OF...:

Coordinated by:

Partners

www.fit4food.eu
info@fit4food2030.eu
#FOOD2030EU