



**Soil erosion valuation using advanced laboratory measurement methods  
to support climate-resilient agriculture and food security project  
communications strategy**

This communication strategy is a guiding document on how the implementing organisation will engage with different stakeholders to convey specific messages to them. It outlines objectives, target audiences, channels of communication, roles, and responsibilities. It will be implemented to disseminate information on project results and lessons learned to key stakeholders.



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## 1. About the project

The Sudanese Natural Resources General Directorate of the Ministry of Agriculture and Natural Resources (NRGD) with the support from Climate Technology Centre and Network (CTCN) seeks to evaluate soil erosion using advanced atomic absorption to support climate-resilient agriculture and food security in Sudan. This method is expected to provide a basis over which new or different methods of development of soil- and climate-based systems can be compared and objectively evaluated.

Earth Observation-based monitoring systems complement the qualitative and quantitative analysis of micronutrients in the soil, enhancing the overall understanding of erosion. EO-based monitoring systems could play a significant role in improving soil information systems and crop production assessments by validating soil analysis assessments identified through field soil surveys within a targeted area.

The technical assistance to be provided shall;

- Contribute to enhancing technological capacities by filling information gaps, providing physical and human capacities, and demonstrating of application Earth Observation technologies.
- Support technology transfer mechanism in using atomic absorption and Earth Observation tools including the use of Unmanned Aerial Vehicle (UAV) in monitoring the climate change variables on soil and their impacts on agricultural productivity, thereby strengthening soil monitoring systems and raising the resilience of the vulnerability of the agricultural sector.
- Determine the spatial extent of soil erosion hazard, quantify the annual soil loss rates, and delineate the priority areas for climate-smart and sustainable land management

## 2. Project Objectives

### Overall Objectives

To evaluate the soil erosion using advanced atomic absorption to support climate-resilient agriculture and food security in Sudan

### Specific Objectives

- Contribute to enhancing technological capacities by filling information gaps, providing physical and human capacity, and demonstrating on of application EO technology

- Technical assistance will support the technology transfer mechanism in using atomic absorption and EO tools including the use of UAVs in monitoring the climate change variables on soil and their impacts on agricultural productivity

### 3. Communications Objectives

The strategy aims to strengthen the overall effectiveness and impact of the soil erosion valuation project by enabling stakeholders to clearly understand the project's objectives, activities, and results.

#### General objective:

- Providing consistent and accurate information on the Soil erosion valuation project in Sudan
- Increasing appreciation, awareness, and visibility of CTCN work in Sudan
- Create awareness about the existence, and objectives of the soil erosion valuation Project (developing, improving, and sustaining local, institutional, human and technical capacities for accessing and using EO data and services among a wide but defined group of audience and user groups.
- Influence specific policies or policymakers around key aspects of the project by providing them with needed information and tools
- Secure the commitment of a defined group of stakeholders to the project aims.
- Encourage participation among researchers or partner bodies
- Raise awareness about adaptation measures to address soil degradation and development of strategic action plan

#### Specific Objectives

- Promote visibility, raise awareness, and Attract attention (the soil erosion valuation for visibility)
- Create understanding Share information (To ensure relevant data and information is delivered to various stakeholders promptly during the project implementation)
- Foster cooperation, Ensure Transparency, Provide feedback
- Facilitate documentation of lessons, results and progress
- Raise awareness about adaptation measures to address soil degradation and development of strategic action plan
- Exchange the right information/lessons within the project
- Engage and maintain support
- Increase external knowledge and understanding of the project
- Convince key stakeholders to engage with the project to enhance project results
- Share the project results and reflections to influence policy-making and practice.
- Improve dissemination of information on climate change impact
- Creating awareness on observation and seasonal forecasting for soil conservation, early warning systems

### 4. Target Audience

The communications plan seeks to reach two major target audiences;

- Beneficiaries of the project implemented
- Implementing partners including civil society organizations, NGOs, government at both national and state levels, and donors,
- The general public who are interested in CTGN and NRDG Work in South Sudan

❖ **Beneficiaries**

The Sudanese Natural Resources General Directorate of the Ministry of Agriculture and Natural Resources (NRGD)

❖ **Implementing Partners**

- Climate Technology Centre and Network (CTCN)
- Donors - Adaptation Fund Climate Innovation Accelerator
- Governmental administrators
- Stakeholders
- Policymakers from Sudan
- Higher Council for Environment and Natural Resources (HCENR)
- M&E specialists of GGW area projects (Sudan Sustainable Natural Resources Management Project (SSNRMP)& Gum for Adaptation and Mitigation Project
- Institute for Desertification Studies University of Khartoum
- Dryland centre of Agriculture Research Cooperation
- Faculty of Agriculture, Department of Soil & Environment Sciences
- Ministry of Agriculture and Forests (MoAF)/Rainfed and Horticulture Departments
- Range and Pasture Ministry of Animal Resources
  
- Remote Sensing & Seismology Authority (RSSA) National Centre for Research

❖ **The general public**

- Academic institutions in the field of Natural Resources and Agriculture,
- The media in Sudan and CTCN affiliated.
- Local community from identified regions of Sudan

## 5. Key Message

Each target audience will have tailored key message around

- Earth Observation technology enhances reliable and accurate data on soil erosion
- How digital services can support climate resilience
- Contribution of EO technology in supporting climate-resilient agriculture mitigating, or adapting to the negative effect of, climate change.
- Climate change variables on soil and their impacts on agricultural productivity
- Soil monitoring systems and raising the resilience of the vulnerability of the agricultural sector
- Impact of the on-going soil erosion on the overall soil health and fertility status
- Impact of the on-going soil erosion on the overall soil health and fertility status of the area and the conclusions



- How Sudan will benefit from better planning/ decision making tools that will support the implementation of adaptation measures which will generate social and economic benefits.

## 6. Communications Channels

In order to satisfy the different communication needs of the target audiences listed above, specific communications tools will be used for specific groups to increase access to information and stakeholder engagement. The communication products and channels include.

- Periodical newsletters and brochures - Implementing organization will submit a story per month on the activities /outcomes of the project. The project coordinator approves it before its dissemination on the website, social media, and to key institutions.
- Website-RCMRD website will focus on the project’s achievements and activities
- Radio segments - A series of pre-recorded messages in local language and English will be produced. These messages will also be disseminated through community radios which use local languages. Whenever the implementing organization has meetings, focus group meetings, conferences, training workshops etc.
- Television - Produce high quality documentary to showcase the activity and achievements of the project. The video will be shared with the target audience to increase visibility and raise awareness of the implementing organization, NRDG and CTCN activities/successes. YouTube, social media and TV are channels to be used.
- Social media accounts – in order to enhance an online presence, implementing organisation will continue to communicate key messages, activities and success through Facebook, Twitter and YouTube.
- Email marketing – Monthly successes of the project will be shared to the target audience (beneficiaries and implementing partners) through emails using mail chimp or any other preferred email marketing tool

## 7. Online Presence

For a more robust online presence, the project will pursue the use of website and social media platforms. These channels will be managed by the NRDG and RCMRD through the Communications expert. These channels include:

<b>NRGD</b>	
<b>RCMRD</b>	<p>Twitter-@RCMRD_          Facebook Page- RCMRD          Instagram -@RCMRD Community          LinkedIn- Regional Centre for Mapping of Resources for Development          Website: www.rcmrd.org          Flickr          YouTube Channel: <a href="https://www.youtube.com/channel/UCBsaCz6wecwG5311S-lwtyA">https://www.youtube.com/channel/UCBsaCz6wecwG5311S-lwtyA</a></p>



## 8. Budget

The strategy will be implemented through annual work plans with a specific budget earmarked for the various outreach endeavours and activities

## 9. Evaluating Success/ Measuring of results

- Peer reviews
- Structured Surveys – at least 2 survey reports
- Workshop feedback
- Response from social media
- Web feedback forms
- Questionnaires – after each event
- Technical feedback from stakeholders
- Informal feedback from stakeholders
- Presence of the project's information on various media platforms
- Regular and timely publication of project news