

IW:LEARN Communications Platform 101



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UNDP Communications Specialist

Strengthened governance and management capacity for transboundary water ecosystems

Outcome:

Increased experience sharing and replication of successes within and across the IW portfolio, as well as enhanced understanding of GEF IW project interventions beyond the portfolio

Component 2:
Support the Communication and Replication of Portfolio Results and Experiences





iwlearn.net

Two decades of data and information management

- Library of project experience and results
- Project database including documents, knowledge products, geodata, multimedia and contacts
- Directory: organizations & practitioners
- IW:LEARN knowledge products
- Monthly Portfolio Bulletin
- International Waters Conferences
- Manuals and methodologies
- News, events & opportunities
- Multimedia gallery
- Archive of closed project websites
- Geodata relevant to the IW portfolio

iwlearn.net also provides a single-point access to data and information hosted in other websites.



Project websites



- Offer a wealth of information on on-the-ground regional or global transboundary waters management covering cross-cutting themes, and showcase project experience and results in:
 - reports and documents
 - news, newsletters
 - events
 - multimedia - photos, videos
- A key resource enabling IW:LEARN to capture the achievements of projects, experiences and lessons learned for shared and enhanced learning and replication of successes within the GEF IW portfolio and beyond
- Can be commercially-hosted, hosted by the implementing or executing agency or by IW:LEARN

GEF IW:LEARN Digital Productivity Suite



tools

Virtual office
 Learning
 Event management
 Project communications
 Website management
 SpatialLab
 GEF IW Channel
 (Whatsapp, mail,
 social media)
and more!



primer

Compilation of GEF and
 Agency guidelines (e.g.,
 branding, web, social)
 Website checklist
 Best practice and
 case studies
 Gallery (FAQs, videos,
 links, etc.)



support center


Webinars
 Training workshops
 On-demand tutorials
 Helpdesk



**Synergizing on the following
communication and knowledge
products and activities to promote
projects and the GEF IW portfolio to a
wider audience:**

iwlearn.net/iw-projects/websites-archive

INTERNATIONAL WATERS LEARNING EXCHANGE & RESOURCE NETWORK


[About](#)
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[Documents](#)
[Services](#)
[Manuals](#)
[Gallery](#)
[Hubs](#)

[VISUALIZATION](#)
[PROJECT LIST](#)
[WATERBODIES](#)
[REGIONS](#)
[WEBSITES](#)
[ORGANIZATIONS](#)
[PEOPLE](#)
[COUNTRIES](#)

[Project Websites](#)
[Archived websites](#)

Archived web sites

Links to archived websites for closed projects.

- lme.edc.uri.edu (Dec 2020)
- yslme.org (Dec 2020)
- pacific-iwrm.org (Sep 2019)
- unepscs.org (Jun 2019)
- internationalwatersgovernance.com (Jun 2019)
- asclme.org (Jun 2019)
- ccres.net (Jun 2019)
- scfishproject.iwlearn.org (Mar 2018)
- lss.iwlearn.org (Mar 2018)
- lss2.iwlearn.org (Mar 2018)
- nutrient-bestpractices.iwlearn.org (Mar 2018)
- npa-arctic.iwlearn.org (Mar 2018)
- partnership.iwlearn.org (Mar 2018)
- lwmea.iwlearn.org (Mar 2018)
- lta.iwlearn.org (Mar 2018)
- nwsas.iwlearn.org (Mar 2018)
- ningbo.iwlearn.org (Mar 2018)

PROJECT WEBSITES ARE CAPTURED BEFORE CLOSURE





- Contact to IW:LEARN for help in archiving your project website no later than a couple of months before project closure.
- Archive and/or regularly create a snapshot of your project website at <https://archive.org> to have a snapshot of your website.

← → ↻ kura-river.iwlearn.org

Gmail YouTube Maps Übersetzen Meeting Planner ... Google Maps Mail - UNDP Ocean... Untitled Springbok gazelle a... Comms tools SocialPilot - Dashb... Free Corporate Mus... » Alle Lesezeichen

UNDP-GEF KURA II: ADVANCING IWRM ACROSS THE KURA RIVER BASIN

Home About News Events Project Library IWRM Academy Blog

Preserving life and prosperity along the Kura river basin

Cooperation for the Sustainable Development

English | Azerbaijani | Georgian

Search for content... [Search](#)

UNDP GEF Kura II

The UNDP – GEF Kura Project "Advancing Integrated Water Resource Management (IWRM) across the Kura river basin through implementation of the transboundary agreed actions and national plans" will be implemented through the Strategic Action Program for the Kura River Basin in partnership with the Governments of Georgia and Azerbaijan in partnership with Ministry of Environment and Natural Resources Protection and Ministry of Ecology and Natural Resources, respectively.

The Kura II Project is addressing the priority needs in the ministerially endorsed Strategic Action Plan (SAP) through implementation of the SAP and national Integrated Water Resources Management Plans to strengthen and harmonize coordinated conjunctive transboundary ground and surface water management.

[Read more >](#)

Recent news

PROJECT WEBSITES USING THE IW:LEARN TOOLKIT AND WEBSITE GUIDELINES

- Contact IW:LEARN for help in developing your project website using the IW:LEARN Toolkit or any platform to get advice on the ideal minimum setup for a project website following the Website Guidelines.

iwlearn.net/experience

YouTubeMapsÜbersetzenMeeting PlannerGoogle MapsMail - UNDP Ocean...UntitledSpringbok gazelle a...Comms toolsSocialPilot - Dashb...Free Corporate Mus...

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EXPERIENCE NOTES

<https://iwlearn.net/experience>

IW

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SUPPORTED BY

gef

UNDP

environment programme

unesco

EXECUTED BY

UNDP

Intergovernmental Oceanographic Commission

Regions

- Select


Thematic

- Select

Adaptation
Aquifer
Biodiversity
Capacity Building
Climate Change
Coastal Management
Danube River Basin
Ecosystem Restoration
Ecosystem services
Ecosystem-based Management
Environmental Flows
Fisheries
Flood & Droughts, ADD Transboundary Waters
Groundwater
Integrated Water Resource Management
Knowledge and Information Management
Marine
Marine Ecosystems
Marine Spatial Planning
sewage into the environment, con...

Search


Find



River Environmental Flow Assessment with holistic approach: testing a methodology for Azerbaijan and Georgia

14 apr. 2022 - ISSUE: 2021-11


In 2018 two pilot basins in Azerbaijan and one in Georgia were selected as pilot sub-basin to test an Envi...



Assessment of Marine Environment and Sustainability of Ecosystems in the Adriatic

14 apr. 2022 - ISSUE: 2021-6

The GEF Adriatic Project (2018-2021) was implemented in Albania and Montenegro with the aim to restore the ecol...




Integrating Approach in Spatial Plan Adriatic


12 apr. 2022 - IS

The GEF Adriatic 2021) was implem


Montenegro with




Plastic waste – a very visible indicator of pollution



Incorporating climate information into Water Safety Planning



Stakeholder engagement to develop applications for flood and drought



Engaging st crafting a C Society Act

EXPERIENCE NOTES

Take part in wider knowledge sharing — upload short case studies on specific project experiences that may help other projects overcome challenges they might be facing.


INTERNATIONAL WATERS LEARNING EXCHANGE & RESOURCE NETWORK

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EXPERIENCE NOTES



River Environmental Flow Assessment with holistic approach: testing a methodology for Azerbaijan and Georgia

ISSUE: 2021-11

EXPERIENCE OF THE GEF - SPONSORED

Advancing IWRM Across the Kura River Basin through Implementation of the Transboundary Agreed Actions and National Plans (GEF ID: 6962)

IMPLEMENTING AGENCY

United Nations Development Programme (UNDP)

INTRODUCTION

In 2018 two pilot basins in Azerbaijan and one in Georgia were selected as pilot sub-basin to test an

Meta data

Regions	Western Asia , Eastern Europe
Scope	Regional
Ecosystem	River
Categories	River/Lake
Thematic	Sustainable Development , Environmental Flows , Ecosystem Restoration



EXPERIENCE NOTES

Create and submit an IW:LEARN Experience Note

Fill in data below. Then save, preview and submit when ready. Happy editing :-)

Change photo / Edit layout

cover-photo

Title *

Year

Issue no.

Abstract *

B *I* U **S** x_2 x^2 I_x

Gef-ID *

Scope *

- Select

Ecosystem *

- Select

Regions

+ Add



News, stories and announcements from the GEF International Waters community of projects and partners. Don't miss learning from the community's experience or replicating its results? [Sign up to our Newsletter!](#)



Empowering marine protected areas with finance

...

📅 03 Nov 2023 by m-duque@unesco.org

Marine protected area managers from several countries, including Albania, Lebanon, Montenegro, Morocco, Tunisia, G...



2023 IMO Biofouling Guidelines

📅 31 Oct 2023 by khristine@iwlearn.org

(Updated: 24 Oct 2023) The International Maritime Organization (IMO) has been at the forefront of the internationa...



Saving sea turtles

📅 30 Oct 2023 by IW:LEARN on Exposure

"As a region, no one is [should be] left behind." Dainah Gigiba, a District Fisheries Officer, emphasized the impo...



Signature INMS publication



ATSEA-2 hosts 4th



LME22: Sailing the world's

DO IT RIGHT, TELL IT GOOD!

✓ News section
<https://iwlearn.net/news>

PORTFOLIO BULLETIN



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Third Edition 2023

Tides are changing. This year's celebration of [UN World Oceans Day](#) was marked with a strong call to put the ocean first. Global efforts to restore and protect the state of our ocean are intensifying with recent landmark gatherings and consensus on biodiversity, plastics, and the high seas. And on 26 June, the GEF Council announced the [approval of \\$1.4 billion disburse](#) response to major global environmental crises. This financial support to improved regional ocean governance.

This edition of the GEF IW Portfolio Bulletin is dedicated about giving it the survival boost it deserves, for our planet. Happy reading!



["Be a friend to the ocean"](#)

GEF Coastal Fisheries Initiative



[A fighting chance for the ocean](#)

GEF/UNDP/UNEP/IOC-UNESCO
IW:LEARN

PORTFOLIO BULLETIN



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Fourth Edition 2023

**Portfolio Bulletin
2,000 subscribers
including the GEF Secretariat
and GEF Agencies portfolio
managers, project managers,
practitioners**



Green
a River



[LME22: Sailing the world's oceans
in three days](#)
GEF/UNDP/UNEP/IOC-UNESCO
IW:LEARN



[Empowering seas: Scaling up rights-
based fisheries management](#)
GEF/UNDP/PEMSEA ATSEA-2



[Dr. Kenneth Sherman, co-founder of
the LME concept, receives
IOC/UNESCO prestigious N.K.
Panikkar Memorial Medal](#)



IW:LEARN

IW:LEARN is the Global Environment Facility's (GEF) International Waters Learning Exchange and Resource Network. GEF IW:LEARN is co-implemented by UNDP and UNEP, and executed by IOC/UNESCO.

SUBSCRIBERS 248

iwlearn.net

IW:LEARN Exposure site
Feature your stories visually
<https://news.iwlearn.net>



Saving sea turtles

ATSEA-2 hosts regional exchange on sea turtle conservation in Bali

OCTOBER 30TH, 2023

IN BIODIVERSITY



LME22: Sailing the world's oceans in three days

to revive the vitality and conserve the oceans and its coasts

OCTOBER 3RD, 2023

IN GEF INTERNATIONAL WATERS PORTFOLIO



How a salt-loving tree is helping to protect Mozambique from climate change

GEF-UNEP/Nairobi Convention WIO-SAP

AUGUST 25TH, 2023

IN FRESHWATER MANAGEMENT

↕

🔗

📄

⚙️

⬆️

Statistics

👁️ Views 25,988

😊 Enjoys 28

SEE ALL

Scaling up climate change management in the Arafura Sea

AUGUST 23RD, 2023

IN FISHERIES

↕

🔗

📄

⚙️

⬆️

Statistics

👁️ Views 26,456

😊 Enjoys 22

SEE ALL

Buzi, Portugal: The Buzi Commission launched

AUGUST 23RD, 2023

IN FRESHWATER MANAGEMENT

↕

🔗

📄

⚙️

⬆️

Statistics

👁️ Views 25,034

😊 Enjoys 14

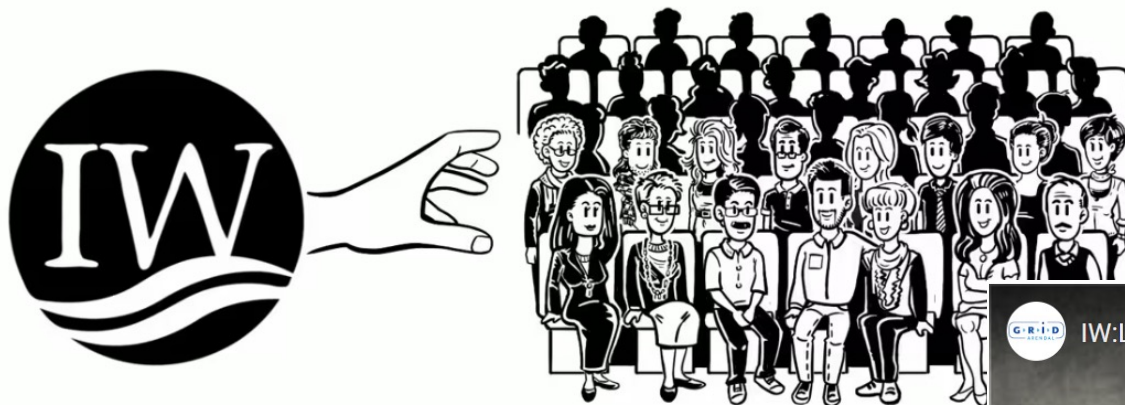
SEE ALL

Nexus of land, sea and air: The Nexus Commission launched

AUGUST 22ND, 2023

IN MARINE ECOSYSTEM MANAGEMENT

How to communicate your story to the IW:Learn community



Guidance, webinars, workshops in preparing compelling news, stories and outreach materials

03:10

<https://iwlearn.net/media/videos/26217>



<https://iwlearn.net/media/videos/32602>

Exciting new and upcoming services! Comms and media roster, workshops

PROJECT STAFF

- 💡 Train and support those who are interested and have the potentials how to communicate project results and experience



JOURNALISTS AND MEDIA PRACTITIONERS

- 💡 Enhance their understanding of transboundary waters management issues
- 💡 Expose them to project stories for potential broader coverage in mainstream media and sustain their involvement
- 💡 Engage them as trainers for training workshops



COMMUNICATIONS SPECIALISTS

- 💡 Update their knowledge and skills in using the latest digital tools as well as new IW:LEARN products, e.g., digital Experience Notes, DPS
- 💡 Provide training by experienced journalists and media practitioners on how to write compelling stories and capture wide attention from the media
- 💡 Set a venue to network with other communications specialists within the GEF IW community and with journalists and media practitioners

IW:LEARN will support projects to help them:

Communications webinar on a diverse range of topics, regional training and hands-on workshops

- Write simple but **impactful stories**.
- Communicate effectively with **various stakeholders**.
- **Share** and demonstrate communication planning tools, social media templates, and other useful resources.
- Demonstrate **cost-effective and shareable digital platforms and apps** (especially for visual messaging and storytelling).
- Tap into the 'elusive' mainstream **media**.

A roster of communication specialists, environmental journalists, and media networks

- Access a **roster** and nurture a **network of communications specialists** knowledgeable on transboundary waters management and the GEF IW portfolio.

Networking

- **Discuss** challenges, solutions and opportunities in communicating project information and messages.
- **Learn from each other's experiences** -- what works and how to avoid common communication mistakes.

communications@iwlearn.org

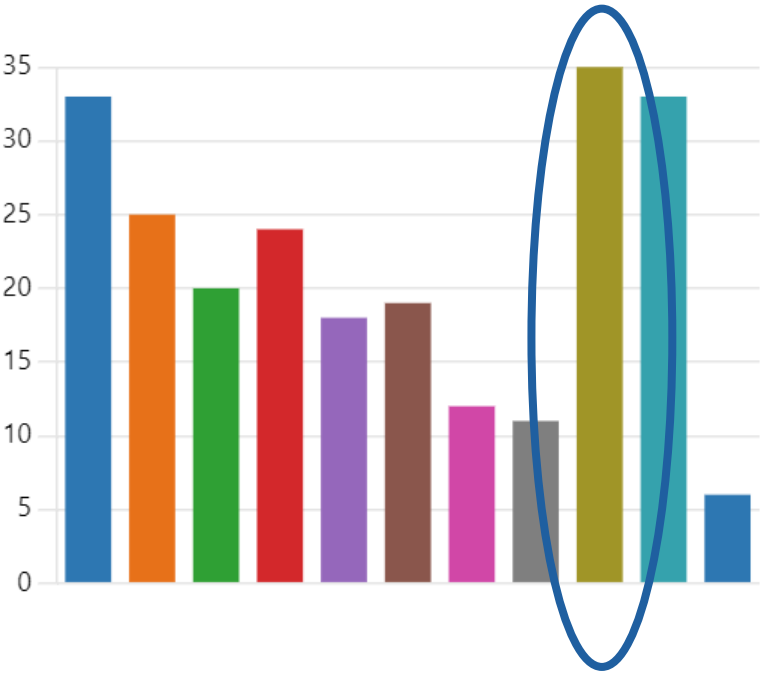


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16. What kind of support for project communications do you need? (Check all that apply)

[More Details](#)

- Expand our project’s outreach. 33
- Training on how to communicat... 25
- Training in using emerging com... 20
- Access to templates such as co... 24
- Training on improved storytelling 18
- Training on videos and visuals f... 19
- Tips on how to get mainstream ... 12
- Training on building and fosteri... 11
- Networking with other projects ... 35
- Access to rosters of experts on v... 33
- Other 6



Coming soon!

Monthly communications catchup (45-60 mins)

- 5 mins – recap from the previous months – social media and Exposure story analytics
- 10 mins – Tutorial or demonstration of a communication tool
- 25 mins – Project presentation on a campaign, what worked and what they've learned, strategy and tools used (or any other relevant and interesting topics)
- 10 – 20 mins – Updates from the rest of the participants, open forum



Useful templates and references

https://drive.google.com/drive/folders/1Vuz3p_tE9BvNyZqVagQJGmyJ46qv8-o?usp=sharing

- Useful links – free stock photos, footage and audio, agency branding guidelines
- Communication strategy and plan - templates and samples
- Event management templates and samples
- Social media plan template

Final reminders:

- Please mark the IW:LEARN emails as safe (@iwlearn.org, @iwlearn.net) – updates@iwlearn.org, pcu@iwlearn.org
- Let's talk 'GEF ID number' and 'project shortname'.
- Keep us in the loop so we can help you spread the word!

For communications and outreach concerns:

MAIN: pcu@iwlearn.org

Secondary: m-duque@unesco.org

Secondary: khristine@iwlearn.org

Thank you for listening!

Now it's your turn!



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