



Communication and Policy Linkages

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1. CONTEXT

- ▶ STIPRO undertakes research for evidence based ST&I policy
- ▶ Communication is critical in raising awareness on the role of research on ST&I policy process
- ▶ STIPRO became a beneficiary of the TTI –PEC (Communication and Policy Engagement) program from July 2013
- ▶ Under PEC program still saw the need to have a compressive and well coordinated communication strategy.
- ▶ The Communication strategy will help to link research products and policy making

2. STRATEGIC CONSIDERATIONS

- ▶ A SWOT (Strength, Weaknesses, Opportunities and Threats) analysis was done by April 2014
- ▶ The analysis provided clear strategic issues for strategic consideration
- ▶ STIPRO's strategic communications is going to be
 - ✓ Beyond dissemination
 - ✓ Create engagement and
 - ✓ Making a difference

3. OBJECTIVES

The overall objective:-

- ▶ To increase understanding on the importance of Science, Technology and Innovation policy research for socio- economic development

Specific Objectives :-

- ▶ To ensure adequate dissemination of STIPRO research products
- ▶ To improve STIPRO communication and policy engagement capacity
- ▶ Ensure monitoring and evaluation of STIPRO communication and policy engagement

4. MESSAGE AREAS

- ▶ Agro-industrial innovation systems
- ▶ Governance of the National Systems of Innovation
- ▶ Natural resources and structural transformation
- ▶ Energy and development

5. TARGET AUDIENCE

- ▶ Policy makers (Government officials and legislature)
- ▶ Academia
- ▶ International academia and think tanks
- ▶ Private sector
- ▶ Media
- ▶ General Public
- ▶ Development partners/ donors
- ▶ Potential champions

6. MEANS / CHANNELS

- ▶ Mass Media (Radio, TV, Print)
- ▶ Website (search engine optimization)
- ▶ Social media
- ▶ Research papers
- ▶ Policy Briefs
- ▶ One on one research briefing
- ▶ Conferences / roundtables
- ▶ Advertorials

CHANNELS



Foreign investors have key role to boost local technological capabilities

BY NGWEGWE MUSSA

FOREIGN investors are not based in a country without a noble purpose. Apart from providing employment to host countries, foreign direct investments (FDI) is supposed to improve local technological capabilities to areas where they operate.

In Tanzania FDI is a new form of investment and its history can be traced back in the mid 1980s when government opted to liberalise the economy.

"FDI enables technology and associated innovators' technological capability building either directly through linkages or indirectly through spillovers."

However, the study companies surveyed in mining were found to have only basic technological capability like being able to maintain machinery.

"Local mining firms that have technology of improving work efficiency scores only 42 per cent while those with a planning and production technology take only 30 per cent while 84 per cent acquired from other sources," Dr Dnyanesh notes.

The most pronounced sources of technological capabilities in manufacturing, are suppliers of equipments, fairs and exhibitions and buyers, according to Dr Dnyanesh.

Other sources are chambers of commerce and industry, competitors as well as research and development organizations and universities.

Dr Prosper Ngowi, a research fellow in the above-mentioned study, said that such an environment, those little rooms for use of local inputs, hence, limited chance for technology transfer.

The study suggests for Tanzania to benefit from FDI in mining and other sectors government needs to create more proactive in creating right environment for technological capabilities in V strengthening of linkages between local firms as well as coordinating system sharing system the parties involve.

The government



7. COMMUNICATION ENABLERS

- ▶ Clear communication frameworks
- ▶ Communication infrastructure
- ▶ Sufficient resources (human and financial)
- ▶ Information partners such as TASJA (Tanzania Science Journalist Association)
- ▶ Media relation
- ▶ STIPRO champions

8. MONITORING AND EVALUATION

- ▶ M&E for communication is the most critical part of STIPRO communication strategy
- ▶ Set of indicators to monitor the communication strategy
- ▶ Coms monitoring systems and structures
- ▶ Monitoring activities includes publication tracking, event feedbacks and press cuttings

PRESS CUTTING AND MEDIA MONITORING



STIPRO Media Engagement Report

Date of Mention	Name and nature of media house	what was reported
19th May 2014	Daily News, newspaper	Symposium on Building Research capacity in East Africa, organized by STIPRO,
20th May 2014	Mwananchi Newspaper	The role of Education systems and ST&I position of Tanzania
21st May 2014	The Gurdian Newspaper	Coverage of the Symposium on Building Research capacity in East Africa, organ
21st May 2014	(ITV Independent Television LTD)	Coverage of the Symposium on Building Research capacity in East Africa, organ
21st May 2014	Channel Ten television	Coverage of the Symposium on Building Research capacity in East Africa, organ
21st May 2014	Radio Magic FM	Coverage of the Symposium on Building Research capacity in East Africa, organ
21st May 2014	Radio One	Coverage of the Symposium on Building Research capacity in East Africa, organ
23rd May 2014	Daily News, newspaper	Coverage of the Symposium on Building Research capacity in East Africa, organ

9. EVALUATION

Output

Media and Online dissemination of research products

Annual Research Workshops held

One on one research briefing with policy makers

Outcome

Increased awareness on STI issues through STIPRO publications

Government and other stakeholders takes action on STI issues

Government introduces policies and programs for STI

Impact

STI issues are addressed adequately by Government and the Private sector



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