

## **Communication and Policy Linkages**

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## OUTLINE

- Context
- Strategic Considerations
- Objectives
- Target Audience
- Messages
- Tactics and Channels
- Communication Enablers
- Monitoring and Evaluation



## 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

POREIGN investors are not bosted in a cost Apart from providing temployment to incentioners, foreign direct incention (FDI) is supindegrind emploities to areas where they operate. In Tamostia FDI is a new

In Tanzaria FDI is a new form of investment and its form of 1980s when governopted to liberalise the opted to liberalise the

"FDI enables technology and associated innovation" technological capability building either directly through linkages or indirectly through son pallovers."

However, the study comnies surveyed in mining f re found to have only basic hnological capability like the to maintain ma-

chinery. "Local mining firms that have technology of improving work efficiency scores i only 42 per cent while those with a planning and production technology take only e 84 per cent nei other sources," i notes uost pronounced technological cain manufactoring The

are suppliers of equipments, for fairs and exhibitions and FI buyers, according to Dr Diyamett. Other sources are chambers of commerce and industions of commerce and indus-

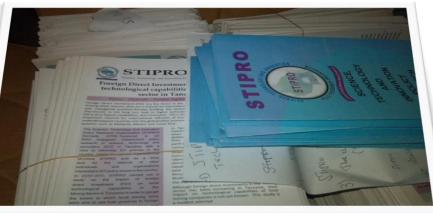
try, competitors as well as research and development organizations and universities. Dr Prosper Ngowi, a research fellow in the abovecontinued study, said that

De Nigonos subje there is environment, there is count for use of bocal is is, hence, limited chanse r technology transfer The study suggests to

or Tanzania us herefu fi FDEs in mining and other i fors government woods to right environment for to logical capabilities in §

ingtent capabilities in 6 The study calls atrengthening of limb tween local firms and only as encodimation

well as coordinating tion sharing syster the parties involve The governme



## 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

Foreign investors have foreign investors focal foreigne to boost pathilities

> Technology transfer

	A	B	
		STIPRO Media Engaugment Report	
2	Date of Mention	Name and nature of meda house	what was reported
3	19th May 2014	Daily News, newspaper	Symposium on Building Research capacity in East Africa, organized by STIPRO,
4	20th May 2014	Mwananchi Newspaper	The role of Education systems and ST&I postion of Tanzania
5	21st May 2014	The Gurdian Newspaper	Coverage of the Symposium on Building Research capacity in East Africa, organi
6	21st May 2014	ITC Indepent Television LTD)	Coverage of the Symposium on Building Research capacity in East Africa, organi
7	21st May 2014	Channel Ten television	Coverage of the Symposium on Building Research capacity in East Africa, organi
8	21st May 2014	Radio Magic FM	Coverage of the Symposium on Building Research capacity in East Africa, organi
9	21st May 2014	Radio One	Coverage of the Symposium on Building Research capacity in East Africa, organi
10	23rd May 2014	Daily News, newspaper	Coverage of the Symposium on Building Research capacity in East Africa, organ

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## 9. EVALUATION

### Output

Media and Online dissemination of research products

Annual Research Workshops held

One on one research briefing with policy makers Government introduces policies and programs for STI

**STIPRO** publications

other stakeholders

takes action on STI

Outcome

on STI

through

and

Increased

awareness

issues

Government

issues

STI issues are addressed adequately by Government and the Private sector

Impact



# THANK YOU!!

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