



The NGOs and Humanitarian Reform Project II

act:onaid

A chance to influence
the humanitarian system

NANGO Representative Communication Strategy

March 2013

The Strategy

National Association of Non-Governmental Organizations (NANGO) is pursuing an interactive humanitarian representation process which relies heavily on a vigorous communication strategy to ensure that national NGOs input into humanitarian coordination meeting discussions and they also get feedback which will influence practice of humanitarian actors. Communication cuts across and is integrally linked to NANGO's representation efforts, and targets national NGOs who are members of NANGO. Communication is managed at national level through a communication focal point person within NANGO.

The communication strategy aims to achieve the following objectives: promote national NGO engagement with the humanitarian community in Zimbabwe; input seeking mechanism is developed, and raise awareness on what the humanitarian community does in Zimbabwe. The primary target of the communication is the humanitarian national NGO community.

On each of the objectives, NANGO is pursuing an approach to communication that has multiple channels:

1. NGO engagement in the representation process is promoted through consultative processes, which are supported by the following communication channels/spaces:
 - **NGO Dialogues** (NANGO Humanitarian forum at national level);
 - **Emails** online space to share information and feedback and;
 - **Regional Coordination Forums** consisting of NANGO members.
2. Development of input seeking mechanism through:
 - **NANGO members meetings** –members meet to develop common positions as input to meetings where their representatives are taking part in these meetings;
 - **Online Community of Practice** – Representatives may use Skype where applicable to seek input from NANGO members before the meetings.
3. Feedback disseminated widely to promote national NGO decision making through a variety of channels, such as:
 - **Emails of meeting notes to NANGO and members**-Representatives develop notes from meetings and send to regional humanitarian representatives through emails with NANGO secretariat in copy.
 - **Updates through NANGO humanitarian Forum meetings**-can be done through meetings
 - **Updates in NANGO online newsletters**-This will be the responsibility of NANGO secretariat Humanitarian Focal person

Introduction

NANGO has recently put in place a humanitarian coordination representation system that is aimed at ensuring that national NGOs are well represented in national humanitarian coordination forums in Zimbabwe. The representation system was done with the support of NANGO members who elected representatives to represent them in major coordination bodies such as the HCT for a period of one year. The purpose of the representation is to enable NNGOs to provide inputs in humanitarian decision making processes and also to be kept abreast of changes. The NGO and Humanitarian Reform Project II (NHRP II) supported the conceptualization and the process of selecting representatives. There is need for a robust communication strategy and system that will ensure that national NGOs are able to interact with representatives in terms of them getting opportunities to input into agenda items and meeting debates and also to get feedback from the meetings in a timely manner. The communication strategy should therefore be able to link national NGOs with national coordination forums in Zimbabwe.

Key Communications Strategies and Objectives

NANGO is pursuing an interactive approach to representation, which relies heavily on a vigorous communication strategy. This strategy consists of the following three objectives:

1. Promote national NGO engagement with the humanitarian community in Zimbabwe;
2. Influence specific policy and institutional changes in the interest of national NGOs;
3. Awareness raising on what the humanitarian community does in Zimbabwe.

To achieve these objectives, NANGO's approach to communication is three-fold:

1. NNGOs engagement in the representation process is promoted through consultative processes;
2. Development of input seeking mechanism that enables NNGOs to engage the humanitarian community;
3. Feedback disseminated widely to promote NNGO decision-making.

Key communication channels

NANGO will use innovative, web-based and social media, as well as more traditional means of communication, to broadcast information on meetings agenda and final outcomes of the meetings to NANGO members. Communication media will include face-to-face interaction, as well as a variety of print, electronic, visual and digital media at national level, tailored to the needs and preferences of NNGOs. Representatives will provide agenda items to the regional coordination forums who will solicit input from NGOs in these regions. These inputs are passed on to the Representatives by regional Humanitarian Sector Chairpersons keeping NANGO Secretariat informed. When Representatives come out of the meetings, they develop notes that are shared with the Regional Chairpersons as per diagram below.

