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Communicating the LBDC Research for Impact

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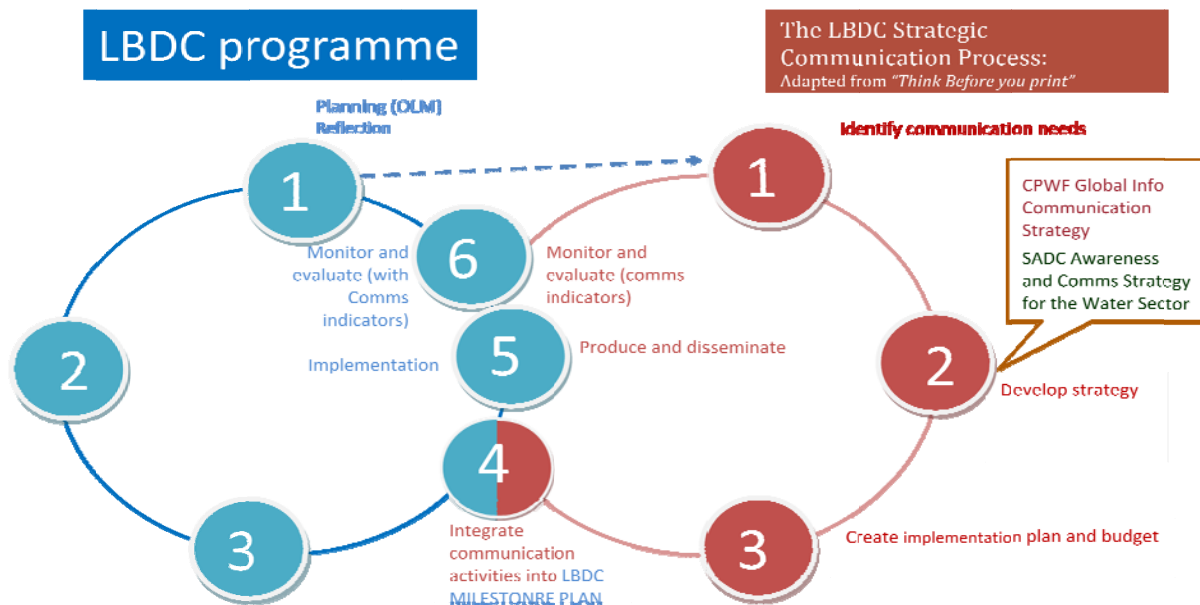
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Key Message

Research for development impact requires clear communication strategies to ensure that strategic stakeholders get clear and concise messages. Within the LBDC each project is developing a communications strategy, aligned to project OLMs, to help ensure that communicating research for impact is mainstreamed into research processes.

Summary

Good research has been carried out before in the Limpopo Basin, however, some of the results that could impact on development have not been taken up into policy and use. The basin, like many others, is struggling with ensuring that agricultural water management contributes to improving livelihoods. It is important to ensure that the scarce resources (both financial and human) that are being invested in research contribute to development. Communication becomes a vital tool to ensure that research is relevant, meets real needs, and that findings are taken up in policy and used to secure livelihoods. With this in mind, L5 has developed a communications framework that will ensure that research outputs reach appropriate audiences. The communication strategy is linked to the Outcome Logic Models and milestones developed by the five teams in the LBDC. Mainstreaming communication into the OLMs and milestones will ensure that teams influence changes in knowledge, attitude, practices and behavior.