Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

FCHR NET
Fragility, Conflict and Human Rights

Everything is communication and communication is everything

Communication is at the heart of CSPM

- A quality-conscious approach to communication in a difficult and fragile context helps us do our work better and more effectively.

- It contributes to anticipate, prevent/mitigate risks and to address drivers of conflicts.

- Communication needs to be **strategic** and **comprehensible** *(Incomprehensible communication is useless communication)*

- Key: put yourself in the shoes of the other

- Policy Dialogue, Communication for Development C4D, technical communication are everyday instruments of our work.

Communication & CSPM

Communication issues coming out of the context

Identify conflictive and delicate issues from context analysis + actors mapping, analyze perception of our activities and address it with specific communication measures (strategies).

➢ To create common understanding, avoid missunderstandings, fears
➢ Anticipate problems and risk impacts

Communication issues on program level

Strategic program communication (C4D) to increase program results and results oriented policy dialogue. Explain, sensitize, convince, enhance accountability and transparency. Elaborate and use communication strategies….

8 steps to elaborate a communication strategy

Communication issues to consider on institutional level

➢ **What communication types are important for SDC**
➢ **Quality standards** for communication: Target group oriented messages, understandability, outcome, not product driven
➢ **Institutional communication strategy with Mission Statement & Communication goals**
➢ Conflict sensitive **wording:** be aware on taboos and agree on terminology for delicate issues.
➢ **Communication is more than language**: Behaviour – perception – implicit messages, visibility, due dilligence
➢ **Do's and dont's** for Conflict sensitive communication EN | FR | ES
➢ **Crisis communication** EN | FR | ES

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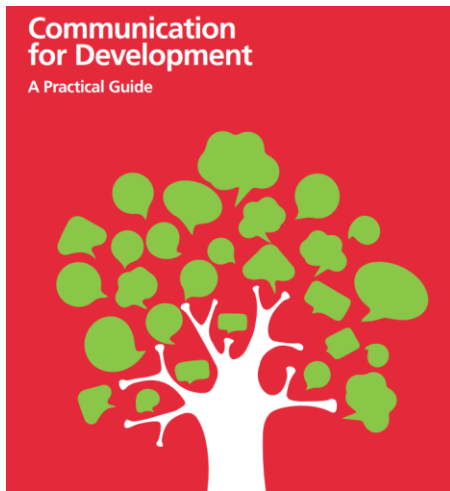
Communication issues on program level

Communication issues to consider on institutional level

Strategic program communication (C4D) for transformation: to increase program results and results oriented policy dialogue. Explain, sensitize, convince, enhance accountability and transparency. Elaborate and use the 8 steps of a **communication strategiy** or the **Radar for policy dialogue**

Communication & CSPM: 8 steps to elaborate a communication strategy

1. Starting point: Analysis of the context related to communication
2. Strengths, weaknesses, opportunities, based on relevant guiding documents, prodoc, CP, country strategy etc.
3. Formulation of overall goal of communication
4. What do we want to achieve with communication?
5. Formulation of the concrete, strategic objectives (or sub-objectives) contributing to the overall goal
6. 3 and 4 are elaborated jointly
7. Identification of target groups related to the different strategic objectives
8. Elaboration of content, messages according to the objectives and the respective target group
9. Identification of the adequate channels/medias and instruments, able to reach the target groups
10. Elaboration of activities and action plan (with time table)
11. Elaboration of a budge

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Conflict sensitive wording

- Development actors are working in a minefield: human rights concerns or simply raising the issue of poverty and fragility touches often on the sensitivities of duty bearers and, depending on the context, are taboos

- Instead of avoiding the issue be ready with an acceptable paraphrase

Communication is more than language:

- Behaviour
- Body language
- Implicit messages
- Respect
- Listening
- Code of conduct/Due dilligence

Checklist for conflict sensitive communication

> Are your core messages phrased in a way that can be understood by all partners (beware of jargon)? Are they formulated in a way that ensures no one will feel excluded?

> Are all the employees of a representation – from drivers to programme officers – familiar with Switzerland's values, mission and goals in the partner country?

> Are there any context-specific, emotionally charged words or symbols that should always be avoided in the partner country?

> Do the local staff of the representation reflect the diversity of the partner country with regards to ethnicity, gender, religion etc.?

> Which media are professional and are suitable for disseminating your messages at national level in the partner country? Are there polarising media that should be avoided?

> Is the representation prepared for potentially sensitive incidents, e.g. allegations of financial

> irregularities, scandals involving a partner organisation, or decisions made in Switzerland which may be viewed with scepticism in the partner country (e.g. Minaret Initiative)? (See chapter 6.)

> Is the knowledge and experience of local employees being sufficiently used to better understand the local context?

> How is Switzerland seen in the partner country and does the representation regularly try to find out more about this perception?

> Does the representation actively and coherently shape the image of the SDC/the FDFA/Switzerland?

> Does the representation communicate in an active and transparent manner?

> What is it doing to increase the confidence of employees in their own work and to improve safety?

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