



RiPPLE

Research-inspired Policy and Practice
Learning in Ethiopia and the Nile Region

RiPPLE
Communications
Strategy

DRAFT 3.0

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I Introduction and objectives

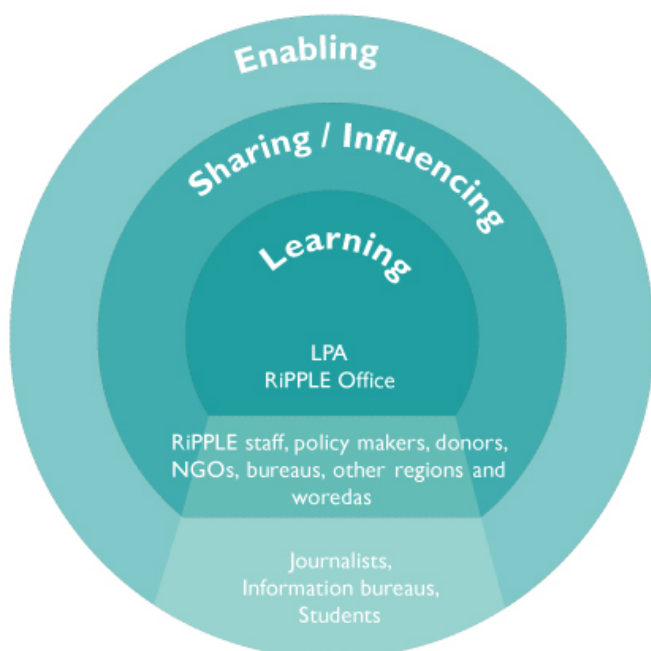
This strategy explains what RiPPLE's key communications objectives are and how we hope to achieve them. It has been developed through a process of consortium-wide consultation, led by the Communications Team¹.

The strategy has been developed to **support** RiPPLE's three key programme objectives:

- To create research structures and processes that enable effective collaboration across all partner institutions and key stakeholders;
- To establish a set of action research activities leading to strengthened sector financing approaches and the delivery of WaSH services that maximise opportunities for pro-poor growth;
- To build long-term approaches to training and capacity building that reinforce research capacity development in Ethiopia and the Nile region

To support these objectives, the communications strategy will seek to:

1. **Enhance the learning process** within and between Learning and Practice Alliances (LPAs) at all levels (see LPA information sheet²);
2. **Share** knowledge generated through research more widely and effectively with sector practitioners and key policy makers in Ethiopia and the Nile region in order to **inform** and **influence** policy making and practice;
3. **Enable greater capacity development** within and beyond the RiPPLE team in communicating key sector issues at all levels.



The strategy has evolved since August 2006 as a result of consortium meetings, scoping and follow-up visits, and wider consultations, including with DFID communications staff. IRC led the process with support from ODI and the RiPPLE office in Addis Ababa. Development of the strategy included the following specific steps:

- Consultation with RiPPLE consortium and network partners on the communication strategy at

¹ Marialivia Iotti, Ewen Le Borgne, Ton Schouten and Simret Yasabu.

² See the information sheet on: <http://www.rippleethiopia.org/documents/info/20080511-lpa-infosheet>

August and December 2006 partner meetings;

- Scoping visits to three regions in late 2006 during which discussions were held with different organisations, including Bureaus of Information, to map communication patterns and gaps;
- Meeting with communications experts from NGOs and the Faculty of Journalism and Communications of Addis Ababa University in May 2007, to discuss capacity building issues around communication;
- Communication-specific visits to the RO and regions in June and August 2007, including presentations and brainstorming during the partners meeting in June 2007 and consultations with the Director.

RiPPLE’s central programme objectives are centred on improving the water and sanitation sector in Ethiopia and the Nile region by developing research capacity. To achieve this goal RiPPLE is developing partnerships at all levels and with a range of different stakeholders including both policy makers and sector practitioners.

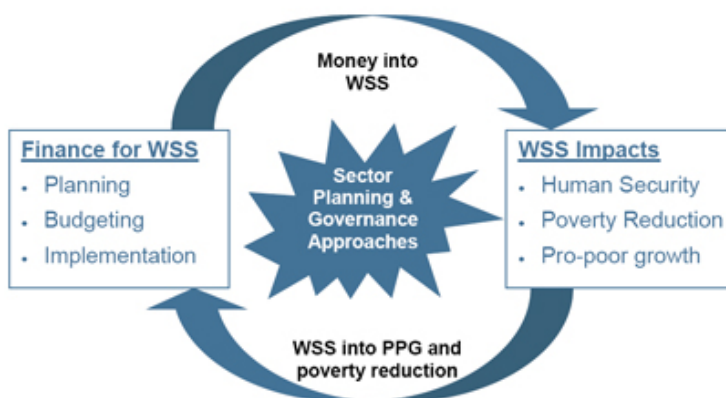


Turning on the tap: How do we maximise knowledge sharing on water and sanitation?

There are two principal partnering approaches: first, developing a strong LPA with platforms at regional, woreda, national and Nile-regional levels; second, working closely as a consortium and network of partners under RiPPLE to support the LPA.

Effective communications are central to both these approaches and therefore need to be embedded fully across the range of RiPPLE activities and structures. In doing so, we will strengthen our partnerships and develop a truly effective alliance of learning and practice platforms across Ethiopia and further afield in due course.

Under our partnership and alliance, RiPPLE addresses the following conceptual challenge: how to turn finances in the sector into better service delivery—**money into water and sanitation**—and how to enhance the link between more service delivery in water, sanitation and hygiene promotion and sustainable pro-poor growth: in short, how to turn **water and sanitation into money and pro-poor economic growth** more effectively (see below).



2 Communications principles

To guide the communications strategy and our approach to implementing activities, RiPPLE follows a few core principles.

First, the process of communications is seen as **two-way and continuous**. There should be a constant process of dialogue between researchers and other stakeholder on issues that include communicating findings more effectively and ensuring imaginative approaches are used to promote understanding of issues and impacts, particularly amongst the wider public.

Second, the process of communicating should **build trust and legitimacy**, as well as set the ground for the **establishment of consensus** around what can and should be done to achieve national targets (e.g. the UAP), based on evidence from RiPPLE research.

Third, communications should seek to have an **impact that enhances systems, capacities and behaviour** for improved planning, more effective financing and greater pro-poor growth benefits for poor people. In short, communications should be part of sector strengthening processes.

Fourth, communications must **use appropriate subjects, styles and language** to adapt messages to local and global audiences and for debate or exchange of ideas. It is critical that the act of communication helps to bridge gaps and understandings where, perhaps, these may be exacerbated by poor choice of communications styles and techniques.

Fifth, **process documentation**³ should be used to deepen understanding of the process of learning within RiPPLE. This involves observing and reflecting on the development of the communications activities and in particular on the way in which LPA platforms are developing and getting interconnected. This will enable better understanding of how we can enhance the overall strength of the programme.



RiPPLE uses mediums such as an internet and intranet to disseminate findings and inform multiple audiences.

³ A Process Documentation strategy to accompany the communications strategy is currently under development.

3 Operationalizing our objectives

RiPPLE will undertake the following activities in order to operationalize our three communication objectives.

3.1 Enhance the learning process

3.11 Helping LPAs to work more effectively: This is central to the overarching goal of strengthening research capacity development and developing long-term action research. To do this we will concentrate communications efforts on supporting Learning and Practice Alliances in Ethiopia and to a lesser extent in the Nile region. In practice this means helping internal communications between members, ensuring that the impact of staff turnover is not exacerbated by lack of knowledge and understanding, ensuring interconnectedness between levels and regions and ensuring that the LPA concept is well articulated and, where necessary, replicated.

3.12 Facilitating debate and discussion:

A key function is in facilitating effective debate and discussion. In this respect, LPA meetings (and other events) will help to support the generation, linkage and understanding of knowledge emerging from the formulation of conceptual research questions to the completion of results and their uptake and dissemination. This will involve the communications team in working closely alongside LPA members drawn from a variety of agencies, private sector and non-governmental organizations,



LPAs form the core of RiPPLE's action research. Here team members discuss an LPA formation process with key stakeholders.

implementers and policy makers. Methods and messages will need to be tailored to these different kinds of knowledge communities.

3.13 Building links to other learning processes: RiPPLE cannot work alone and in a vacuum. Then learning process will be enhanced and enhance other processes in Ethiopia and beyond, by being more fully connected to other sector and non-sector learning processes. The communications work will support this, including in developing materials that aid in understanding what we are doing more widely and supporting events such as a proposed Nile regional learning platform to be held in March 2008. Through better networking of RiPPLE with other process within the WaSH sector, we can help share best practice in establishing LPA platforms, and in using these to strengthen research-policy-practice linkages, providing for a more sustainable learning process.

3.14 Improving internal knowledge sharing: RiPPLE needs to ensure that its own internal knowledge sharing is effective so that partner institutions, research teams in the regions and RO staff have a clear picture of what knowledge is being developed, how it is being

used and how it can inform each other's work. This will be achieved through a number of communication channels, including the intranet, bi-weekly updates, workshops and meetings for CPs, NPs, advisory groups and management committees.

3.15 Process Documentation

Process documentation aims at providing room for deeper learning about complex change processes and adaptive monitoring through critical reflection and identification of patterns and factors that may positively or negatively influence the course of the programme. Particularly complex components of programmes such as multi-stakeholder processes are of central concern. Process documentation is critical for RiPPLE to ensure effective learning as well as to provide a more thorough understanding on what works and what does not to researchers, other stakeholders and external parties (e.g. other RPCs) involved in similar multi-stakeholder programmes.

3.2 Share knowledge more widely and effectively

In tandem with supporting the development of better learning processes, and links between learning and practice through the LPAs, we will disseminate information and enable better sharing of knowledge between RiPPLE and the wider WaSH sector and support information and knowledge sharing within the sector wherever possible. This means:

3.21 Information and knowledge dissemination: Taking our research outputs beyond the programme partners and into local, national and international audiences is critical. The communications work will disseminate accessible information to a wide range of audiences in Ethiopia and the Nile region through newsletters, briefing notes, an interactive website, documentary films, radio programmes and cooperation with national and international media.

3.23 Information sharing with sector communication initiatives: Beyond sharing outputs, RiPPLE will also seek to link with and support other WaSH sector initiatives. The WaSH sector in Ethiopia is very dynamic and many initiatives are taken not only to increase coverage of services but also to improve governance, planning, coordination and harmonisation. Wherever possible we will develop joint outreach and advocacy activities with major communications initiatives and events including the WASH campaign.

3.24 Local-level innovation and exploration: A key issue to address is the local-level knowledge sharing that RiPPLE can and should undertake at and below the woreda level. RiPPLE will seek to encourage new types of communication including strengthening and developing initiatives to document and share community opinions and experiences and by increasing communication between different levels and types of organisations providing services to local communities through among others an LPA bulletin, community diaries etc.

3.3 Enable greater capacity development

Given RiPPLE's size, scope and potential longevity it is important that RiPPLE takes a broader capacity development approach to sector communication issues. This can include improving capacity for reflection, analysis, debate and documentation on WaSH sector issues, particularly given the ambition levels of sector targets set by the Government. We will:

3.31 Developing individual capacity in communicating issues:

RiPPLE will centre its capacity building approaches around how to report WaSH issues, including financial flows, pro-poor growth strategies, governance and planning mechanisms, sector harmonisation and coordination, and supply chain management. This means working with key communications outlets and professionals, and supporting the development of a sound learning

environment where personal development is addressed. In particular the goal is to work with media training institutions in Ethiopia and the Nile region, providing training courses on integrated water resource management and other issues relevant for the sector.

3.32 Developing Institutional capacity: RiPPLE aims at strengthening institutional capacity in reporting WaSH issues in Ethiopia through coordinating with and strengthening existing initiatives (such as the EUWI Multi Stakeholder Forum) or institutions, such as faculties of journalism or communications, information bureaus, through training courses, seminars and long term collaboration.



Training journalists on how to tell Water Stories is part of RiPPLE's capacity building efforts in the WaSH sector

4 Addressing challenges

The above strategic approach will face challenges in coming months and years, some of which have become apparent during the course of the strategy implementation. The table below helps to summarize some of the challenges noted during scoping visits to the regions and ways in which we will seek to overcome them in order to achieve our objectives.

	Characteristics and challenges	Issues to address
National Policy	<p>Characteristics:</p> <ul style="list-style-type: none"> Political influence at level of national policy-making Strong influence of donors: 80% foreign funding in WASH, particularly in rural areas Donors support UAP and multi-stakeholder forum (MSF) <p>Challenges:</p> <ul style="list-style-type: none"> At lower levels: weak capacity and coordination, scattered projects from government and NGO, lack of resources and low quality 	<ul style="list-style-type: none"> Communications must be sensitive to political agendas; we must build trust prior to working together with government MSF is a promising platform for RiPPLE to enable joint learning and develop communications activities at a national level.
Local government	<p>Characteristics:</p> <ul style="list-style-type: none"> Key users of research and communications materials are policy makers at central and regional level, in particular water, health, agricultural sectors; in addition there are important staff to reach at Zonal and Woreda water bureaus / desks <p>Challenges:</p> <ul style="list-style-type: none"> There is very high staff turnover meaning that communications need to be regular and address different levels of knowledge and understanding 	<ul style="list-style-type: none"> Important to involve policy makers in the project, in the research agenda, topics and outcomes and to track uptake of communications materials by staff within different institutions (and to target new staff effectively) In order to do this, good institutional linkages and understanding are important, including regular contact

	Characteristics and challenges	Issues to address
<p>General communication issues</p>	<p><i>Communications infrastructure:</i></p> <ul style="list-style-type: none"> • SNNPR and Oromia are large regions with wide ethnic, linguistic and cultural diversity. In all regions modern communications technology is lacking and there is invariably no Internet at Woreda level. • There is a limited, slow, and top-down flow of information from central to kebele level <p><i>Style and culture of communication:</i></p> <ul style="list-style-type: none"> • In general face-to-face communications are preferred over reading and writing (especially at lower levels) • Communication with different constituencies has to go through chiefs, directors, managers given the hierarchical nature of the society • Government control over communications is notable (particularly given the prominent role of Regional Information Bureaus [RIBs]) • Community voices are rarely heard, especially at higher levels <p><i>Characteristics of the WaSH sector:</i></p> <ul style="list-style-type: none"> • There are scattered communications efforts from projects (NGOs, donors, government) and a wide variety of styles and approaches • There is no communications strategy for the WaSH sector as a whole, though some institutions are more prominent than others (e.g. UNICEF, WSP) • NGOs are endowed with a larger budget for (sometimes participatory) communication • In general learning and capacity development efforts are scattered and disconnected <p><i>Communication flows:</i></p> <ul style="list-style-type: none"> • There is a lack of clarity regarding communication flows between region and woreda levels • Some learning activities (e.g. video-conferencing in SNNPR and Oromia) are beginning to take place and facilities can be used 	<ul style="list-style-type: none"> • It is very important that the communications work takes into account linguistic diversity and develops products in regional languages to improve communication flows • Internet is not enough and over-reliance on it will bar key groups from communications activities and outputs • Awareness levels of national policy and practices in woredas can be low, so a key early activity may well be to help enhance these • Physical meetings and discussions are crucial for RiPPLE’s communications work and should be carefully timetabled to fit with the LPA process • Local leaders are essential to involve in discussions not least because they are so often the information ‘gatekeepers’ • Regional Information Bureaus (RIBs) should be kept informed the Comms Team should seek to integrate them within LPA processes • It is important that key communications actors—e.g. UNICEF and WSP—are involved in the project and that we explore possibilities to efficiently use existing resources for common communication objectives

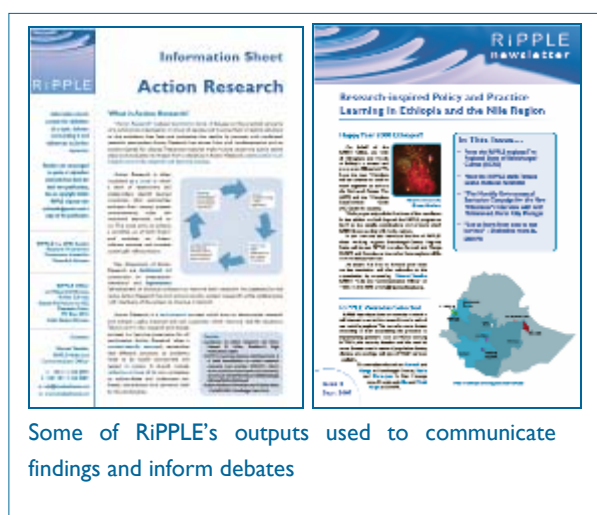
5 Key audiences, objectives and outputs

RiPPLE addresses four distinct audiences, namely:

- an internal audience (the RiPPLE stakeholders), to make sure that the project is following its course;
- a general WaSH audience in Ethiopia, to advocate and share lessons learnt with other practitioners and policy-makers for future projects and up-scaling activities;
- a regional and international audience, to share lessons learnt and provide new ideas to regional WaSH stakeholders;
- and specific local constituencies where we are undertaking action research activities (i.e. woreda level and below).

Breaking this down in a functional sense, we are addressing:

- The **participants of the LPA platforms** at different levels i.e. representatives of WaSH sector stakeholders (and other sector, if relevant) participating in the research under RiPPLE's research components, selecting research issues and agendas, analysing research outcomes and discussing measures to improve sector performance. Communication between them and communication of their lessons learned and recommendations to wider sector audiences is integral to the strategy.
- The wider constituency of **field sector professionals working in the** regions where RiPPLE is active: implementing staff of regional and woreda bureaus, NGOs and private sector institutions working at woreda and regional levels. Research outcomes of LPAs at woreda and regional level need to be shared with them.
- Sector professionals working **at national level**: government, donor, NGOs and private sector staff involved in policy making and in implementing WASH services. Outcomes of LPA work need to be incorporated within messages and recommendations for policy and practice development. Specific platforms and outputs will be needed to address this group (e.g. the MSF and WASH movement).
- **Professionals working in journalism and communications in Ethiopia.** Under objective 3, training courses and seminars will be given to students of Haramaya University and to professionals working in Ethiopia in the areas of journalism and communications. Training will be provided on the major



concepts and trends in the WASH sector and on the challenges in the Ethiopian sector in particular.

- Sector professionals working **in other countries in the Nile region**. Lessons that are generic for all countries about financing, governance, planning and impact of WASH services will be shared with government and donor agencies in other countries of the Nile region. Existing platforms and institutions will be instrumental in doing so e.g. the Nile Basin Initiative and other regional learning processes. We will also support a regional colloquium on sector learning processes in March 2008 in Kampala.
- Sector professionals working **at an international level**: including staff from research institutions, implementing agencies, policy institutions and development banks to inform them about the findings of the research in Ethiopia and possible consequences for their policies.
- The **internal RiPPLE audience**. Because of the size and stretch of the RiPPLE project it is important to include the RiPPLE partner constituency as a communication audience: Consortium Partners, Network Partners, RiPPLE office staff in Addis, the regions and woredas, and partners based in Ethiopia and abroad. Only if communication between the partners and participants is effective, can RiPPLE achieve its research and communication objectives.
- Finally, but crucially, RiPPLE will engage the **local constituencies** (at woreda level and below) where the project is taking place, to share information about what we are doing, why we are doing it and what the results of our work are likely to be. Where necessary, these points will be discussed openly with communities.

These audiences will be targeted with specific communication outputs and activities. The following table provides an overview of these outputs and activities.

Objectives	Audiences	Activities
<p>I. Enhance the learning process</p>	<ul style="list-style-type: none"> • LPA participants • Local level sector professionals • National level professionals • Internal RiPPLE audience 	<ul style="list-style-type: none"> • Quick Time videos about specific sector issues and LPA findings to communicate at horizontal level, in particular between the woredas • Information sheets (1 page also in Amharic, on major RiPPLE concepts and methods e.g. LPAs, action research etc) • Literature reviews (on Growth, Finance, Governance and Planning) • Concept Notes • Exchange visits between LPAs • LPA bulletins to share lessons among different platforms in different languages • Workshops and other meetings for internal learning • The Intranet • Bi-weekly update

<p>2. Share knowledge more widely and effectively</p>	<ul style="list-style-type: none"> • Sector professionals at all levels including international • Communication and journalism professionals • General public and other key public constituencies 	<ul style="list-style-type: none"> • Workshops, symposia and other meetings at different levels to share RiPPLE lessons learned with the WaSH sector and wider audiences • Exchange visits between staff working at regional levels in the RiPPLE regions and staff working at decentralised level in other Nile region countries • Research reports including from RiPPLE case studies and Long-term Action Research • Working papers that focus on research in progress • Tool kits / guidelines • Community (photo and / or video) diaries to give voice to community people • 2 documentary films • Radio programmes • website
<p>3. Enable greater capacity development</p>	<ul style="list-style-type: none"> • Sector professionals at all levels • Internal RiPPLE audience • Communication and journalism professionals • LPA participants 	<ul style="list-style-type: none"> • Written Stories from the Field, small reports about implementation, operation and maintenance of WASH services from community, woreda and regional level perspective • Presentations and workshops at international conferences in the Nile region and globally • Exposure visits for staff of donor agencies and others • Briefing papers (4 pages for policy makers on concepts) • Reports of meetings, in particular the lessons learned documented in these reports which will feed into synthesis documents to be shared within RiPPLE and to the wider sector • Seminars for students of Haramaya University, Communication department • Training course for professionals working in Ethiopia in journalism and communications • Training courses • Exposure visits

6 Managing the strategy

Implementing the communications strategy will primarily be the responsibility of the communications team, working in consultation with the Director. However, different RiPPLE stakeholders will have key roles to play, in particular RO staff at regional and woreda levels.

The communications strategy is formally the responsibility of IRC as lead consortium partner in the Communications Team. In practice, it is a shared responsibility between IRC and ODI. Marialivia Iotti of ODI and Ewen Le Borgne and Ton Schouten of IRC will be overseeing and planning the strategy and Simret Yasabu, RO Communications Officer, responsible for implementation.

Additional support will be provided by RiPPLE staff members in particular the facilitators of the regional and woreda LPAs given their proximity to activities and implementation. In addition, staff leading the main themes and components of RiPPLE will support the production of written materials, including literature reviews, concept notes, working papers, briefs and information sheets.



Filming on the RiPPLE output “Water into Money, Money into Water”.

Additional communication professionals able to produce outputs including Quick Time videos, Stories from the Field, community diaries etc, will be recruited locally on an ad hoc basis. The Comms Team is establishing cooperation with the Haramaya University to provide specific inputs.

At the beginning of Year 2, we assessed our internal capacity and concluded that there was a need to hire an additional communication professional working for the RiPPLE office at regional level, to ensure that lessons learned are shared and the outputs are produced.

In the long term, there is a plan to devolve the communication strategy to an Ethiopian Institution. Once the institution is identified, the main focus of the Comms Team will be to collaborate and build capacity within the institution to carry over and evolve the communications strategy.

Monitoring and evaluation of the Communications Strategy is part of the wider M&E framework for the programme. The current set of indicators reflects the results from a session organised during the Consortium Partners meeting in November 2007. It will be detailed in the next version of this strategy.

7 Monitoring the strategy

Some simple indicators have been developed to monitor the progress and success of the communication strategy. More qualitative indicators to monitor impacts of the communication work in RiPPLE and of the programme in general are being developed as part of RiPPLE’s overall Monitoring & Evaluation framework.

The three communication objectives address the three programme purposes mentioned in the M&E framework. They also address specific outputs from the overall logical framework as indicated in the table below.

RiPPLE communication objective	Corresponding RiPPLE purpose	Corresponding RiPPLE outputs
1. Enhance the learning process within and between Learning and Practice Alliances (LPAs) at all levels	1. Create research structures and processes that enable effective collaboration across all partner institutions and key stakeholders	The learning and practice alliance (research structures that enable effective collaboration across all partner institutions and key stakeholders) is established Internal capacity and motivation is sustained through continuous learning and sharing activities among RiPPLE consortium partners and LPA members
2. Share knowledge more widely and effectively with sector practitioners and key policy makers in Ethiopia and the Nile region in order to inform and influence policy making and practice	2. Establish a set of action research activities leading to strengthened sector financing approaches and the delivery of WaSH services that maximise opportunities for pro-poor growth	A new body of high quality policy- and practice-relevant knowledge developed through LPAs Media, communications and dissemination materials meet the demands of local, national and international stakeholders
3. Enable greater capacity development within and beyond the RiPPLE team in communicating key sector issues at all levels	3. Build long-term approaches to training and capacity building that reinforce research capacity development in Ethiopia and the Nile region	Capacity enhanced for researchers, policy entrepreneurs and practitioners to provide improved analysis and guidance on the design and implementation of different policy and practice

The delivery of communication’s outputs will be verified according to the indicators of the monitoring framework as indicated in the table below:

Narrative summary (NS) / Objectives	Monitoring areas	Objectively Verifiable Indicators (OVIs)	Means of Verification (MoVs)
4.1 Communications enhance the learning process within and between Learning and Practice Alliances (LPAs) at all levels	Debate and discussion on research issues among LPAs and key policy makers facilitated	<ul style="list-style-type: none"> • Research issues discussed and decisions taken about them in LPA meetings • Case study launch events <i>organised and attended by different LPA platform members</i> • Research issues discussed in national LPA stakeholder forum • 75% of interviewed stakeholders attribute more discussion and debate to the LPA 	<ul style="list-style-type: none"> • LPA meeting reports and decisions taken • Launch event documentation (reports, videos, radio/TV programmes etc.) <i>organised and attended by different LPA platform members</i> • National LPA stakeholder forum report; • Survey among key sector stakeholders
	Internal communications channels used	<ul style="list-style-type: none"> • All CP members contribute to the intranet • All CP members attend RiPPLE meetings • A bi-weekly update is disseminated and read by members 	<ul style="list-style-type: none"> • Contributions log • Participants’ list of CP meetings • Readership list of bi-weekly update – testimonies from update readers
4.2 Share knowledge generated through research more widely and effectively with sector practitioners and key policy makers in Ethiopia and the Nile region in order to inform and influence policy making and practice;	RiPPLE outreach materials produced, disseminated and used at local, national and global level	<ul style="list-style-type: none"> • RiPPLE website established and linked to partner and other LPA sites • Website used by a range of stakeholders from the Nile region to contribute to the LPAs • Sub-LARS studies ‘popularised’ for local audiences • 10 policy briefs disseminated • 8 Working Papers on case studies produced • 6 TV, film and radio programmes produced • References made to RiPPLE in the press, TV & radio • 6 sub-LARS papers on website • 6 sub-LARS presentations at national and international level 	<ul style="list-style-type: none"> • RiPPLE website includes collection of links to partner and other LPA sites • Website statistics • Material produced in a user friendly format • 10 policy briefs in the RiPPLE (web) library • WPP on the website • 6 TV, film and radio programmes available online • Press cuttings, TV & radio recordings collected • 6 sub-LARS papers on website • 6 sub-LARS presentations at national and international level
	Links established with sector communications activities	<ul style="list-style-type: none"> • RiPPLE member of the WASH movement 	<ul style="list-style-type: none"> • WASH movement membership list (or on

		<ul style="list-style-type: none"> • Regular cooperation with comms component of UNICEF for MSF • FLoWS 	<p>outputs)</p> <ul style="list-style-type: none"> • Discussion reports from cooperation with comms component of UNICEF for MSF • FLoWS reports
	RiPPLE project and findings promoted , in Ethiopia, in the Nile Region and at international events	<ul style="list-style-type: none"> • RiPPLE participates in Stockholm WW and has a stand at WWF • RiPPLE research presented at key national events, such as EEA conference (2008 onwards) and MUS symposium (Nov 2008) • RiPPLE LPA members attend other multistakeholder processes in Ethiopia and the Nile region • RiPPLE LPA processes presented in 3 regional learning events • FLoWS 	<ul style="list-style-type: none"> • WWF materials produced, pictures of RiPPLE session for both events • Images of RiPPLE session, conference programme and report • Reports from events and meetings around other multistakeholder processes in Ethiopia and the Nile region • Presentations of LPA processes
4.3 Enable greater capacity development within and beyond the RiPPLE team in communicating key sector issues at all levels	Capacity of communication WASH issues by journalists, Information bureaus and practitioners is enhanced	<ul style="list-style-type: none"> • Training courses for journalists, bureaus and practitioners delivered • Trained people report on national media WASH issues 	<ul style="list-style-type: none"> • Training reports • Newspaper cuts