

RECOUP RESEARCH COMMUNICATION STRATEGY

The design of this Communication Strategy is based on a belief, shared by all partners, that our research results will contribute directly to meeting the Millennium Development Goals (MDGs) - endorsed by 189 nations and signed by 147 heads of state - and to illuminating ways in which their achievement will help to reduce poverty. It also assumes that policy and research environments, nationally and globally, will be receptive to the research findings, owing to the widely held commitment to achieving the MGDs and to halving world poverty by 2015.

This document indicates how our results will be communicated to researchers, policy-makers and others. It contains: a) a detailed description of the communication strategy, including its objectives, underlying principles, main outputs and mechanisms for involving key target and user groups at each stage of the research; and b) an action plan for research communication activities, agreed by all partners.

1. OBJECTIVES OF THE RPC

Education can promote social mobility. However, persistent educational inequalities – themselves driven by poverty – can also perpetuate subsequent socio-economic inequality and exclusion. The core objective of the research is to study the mechanisms that drive this cycle of deprivation, and to identify the policies needed to ensure that educational outcomes benefit the disadvantaged.

Simple expansion of education does not necessarily benefit the poor. The outcomes of education depend not only on educational experiences, but also on the broader context of welfare and opportunity. The multi-sectoral objectives of the MDGs acknowledge this inter-dependence. Yet, its nature and strength are not fully understood, and judgments about priorities for policy change, or about their sequencing, are not always firmly based.

Our research is intended to help clarify how the pursuit of the education MDGs can truly help pro-poor development. It will elucidate how poverty alleviation is sensitive to the quality and quantity trade-off in education. The research will explore these issues in the contexts of South Asia and Sub-Saharan Africa – the two regions where the challenge of achieving the MDG objective of halving world poverty by 2015 is greatest and where the policy benefits are most urgently required. Most of the detailed work of the RPC will take place in the four major Commonwealth countries where our partners are located: Ghana, Kenya, India and Pakistan.

2. COMMUNICATION OBJECTIVES, PRINCIPLES AND KEY MESSAGES

2.1 Objectives

The objectives of the Communication Strategy are to:

- create awareness about the above goals and objectives of RECOUP amongst our target audiences, and induce and support a sense of ownership

- regularly inform audiences and users of the research about the programme's accomplishments and outcomes in an accessible way. Ultimately, we seek to induce policy change by actively engaging our target audiences, enabling them to use the research outputs in their own work and thus helping them to make research- and evidence-led decisions.

2.2 Principles

The following key principles underpin our communication strategy:

- Communication as a process:** communication of results to target audiences is an *on-going process* which must occur throughout the research cycle;

Integrity: the communication of research objectives and results is an integral part of the research process. Each partner institution will have its own Communication Action Plan that is integral to their research activity plans and consistent with the overall communication strategy;

Engagement with policy-makers and user groups: effective communication of research results will be facilitated by involving policy-makers and user groups in research design, implementation and evaluation;

Pro-activeness: new ideas and knowledge should be communicated to target audiences as they become available, thereby engaging in a consultative process, with prompt response and feedback to the research;

Participation: the strategy adopts a *participatory* approach to communicating research by involving the research partner institutions in its design and implementation and engaging them in a consultative and dialogic process.

Decentralisation: the strategy is based on local/partners' ownership of the entire process to be achieved through devolved planning, implementation and evaluation of the strategy and activities.

Cost-effectiveness: communication activities must be cost-effective and reach as many audiences as possible. This will be achieved by prioritising our target and user groups, and using low cost but high-impact methods.

2.3 Key Messages

A core intention of RECOUP is to produce research results that influence policy. There are several strands of information and knowledge that will be communicated to our target user groups for the above purpose.

Firstly, we shall aim to shed light on the differing and contested views regarding the relationship between education, its labour market outcomes, and broader issues of human and social development. Major strands of our work will cover both theoretical debates on these issues and more practical aspects of researching educational outcomes and poverty in developing countries. An early output is a set of methodological notes to inform our fieldwork comprised in the RECOUP Methodology Handbook and at a Methodology Conference held in 15-16 May 2006 in Cambridge.

Secondly, RECOUP will generate new knowledge and evidence to inform research and policy by producing new comparable data in each of the southern partner countries. These data will help to clarify the dynamics of educational outcomes for the poor and ultimately will provide new evidence on which to base pro-poor policy decisions. RECOUP will address recent experiences of aid in our partner countries, to help understand past performance and identify promising approaches for the future. Sub-projects will investigate how different legislative frameworks, and government/household partnership and financing relationships, affect educational outcomes for the poor. The researchers will communicate their findings by writing papers for peer-reviewed publications, and by contributing to working/discussion paper series. These outputs will also be rewritten for less technical audiences in the form of policy briefs, newspaper or web articles.

Our research aims to help clarify how the pursuit of the education MDGs can truly help pro-poor development by elucidating how poverty alleviation is sensitive to the quality/quantity trade-off in education. It is intended that the research will contribute to a more subtle interpretation of the MDG goals and targets, with attendant benefits for policy. Its key messages encompass the following issues:

- the local meanings of different kinds of schooling, and how these differ by gender, ethnicity, disability and other dimensions of social exclusion
- the mechanisms through which education impacts on social and human development (e.g. health, fertility, civic engagement, empowerment, particularly of women, social and cultural capital)
- how the social and human development outcomes of education may best be measured and improved
- the impact of education, skills and training acquired both at school and in the workforce on the economic and market opportunities available to different fractions of the poor and the non-poor
- how to understand and improve the economic and market outcomes of education, particularly for the poor
- the forces that drive the cycle of deprivation and how to break its reproduction
- changes in educational outcomes for the poor – particularly differentiated by the gender and their relationship with broader patterns of social and economic development
- the effects of different partnership arrangements between households, governments and aid agencies on educational outcomes

- factors that explain the effectiveness of existing aid instruments and modalities (procedural, institutional, absorptive capacity, fiscal and/or programming efficiency etc.) and their impact upon education policy

3. KEY AUDIENCE(S)

The key target groups for our research are those charged with ensuring that the expansion of education does impact on the poor. These comprise a wide range of groups including both those directly or indirectly involved in designing, formulating and implementing policies and those who lobby, monitor and influence policy decisions directly and/or through mechanisms of democratic political participation.

The RECOUP inception workshops organized in our four partner countries were instrumental in clarifying our potential policy and user groups and in establishing whether our priorities are consistent with those of its target audiences.

Government officials

This target group comprises government officials charged with the formulation and implementation of economic and social policies in the four researched countries. They include legislators, senior government officials at central and local/provincial levels mainly in charge of education and health, youth and women, population issues and their advisers. Their priority is to formulate and implement policies that are consistent with their national and regional development goals and often to ensure that these policies are conducive to achieving the MDGs. Our findings concerning how the poor are using education, the extent of their inclusion, and the routes by which they exit (or remain in) poverty, should be of central interest to them.

International organizations

Improved understanding of the relationships between educational outcomes and pro-poor development is of particular interest to those charged with MDG implementation and monitoring at the global level. These include UN and its specialised agencies (UNDP, UNESCO, UNICEF, UN Millennium Project) and other multilateral organizations such as the World Bank and its sister institutions, regional development banks (the African Development Bank, and the Asian Development Bank) and bilateral agencies such as DFID. The overall objective of poverty reduction – shared by DFID and many other development agencies - requires educational investments well integrated into national and international poverty reduction strategies. Our research should provide aid agencies with updated knowledge of how to promote good outcomes of education for the poor, and how better to support educational systems in promoting socio-economic transformation.

Research communities in the North and South

The technical aspects of the research will, of course, be of particular interest to the research community itself. Thus, each partner has reported on the local demand for this research and their capacity to carry it out. It is therefore, important that normal academic publications such as journal articles and/or books are used as a prime communication channel for the research community. In addition, RECOUP will utilize other channels for engaging with researchers in the North and South, including by linking other websites with its own, by securing membership of global research networks (e.g. Global Knowledge Partnership – GDN), and by giving regular contributions of news and events information to the UK and international gateways to development information and research (R4D, Eldis, Id 21, GDN).

Non-governmental and community based organizations

An important target audience is the group of national and international NGOs involved in national implementation processes. NGOs are active stakeholders in development and there are many in developing countries that provide education services to the poor, in partnership with both public and private sectors. In some of our partner countries NGOs have had a significant influence on government decisions with regard to education.

General public

The RECOUP communication strategy will also use commercial media outlets for communicating its research. Local media, such as TV, radio and newspaper outlets, are an important communication channel in South Asia and Sub-Saharan Africa. Academic outputs from the research will be rewritten in shortened, non-technical styles, in ways conducive to being taken up and published or discussed by local media.

4. THE RPC PRIORITIES

Our priorities are, first of all, to relay information about research and its outcomes to the above key audiences so as to ensure that they are able to make better-informed judgments with regard to educational policies and policy outcomes and are able to identify key policy issues necessary for improving the educational outcomes of the poor and disadvantaged.

Secondly, based on our research findings which will help clarify the relationships between education and the broader context of welfare and opportunity, we seek to influence economic and education policy-making in these countries and globally with a view to breaking the 'cycle of deprivation' that exists between education and poverty.

Thirdly, the RPC will ensure that the research agenda remains responsive to change in the knowledge needs of policy-makers and development practitioners - the ultimate consumers of the research evidence. We set up the research agenda in response to knowledge needs of our target audiences but we will continue to monitor the changing knowledge base within research area and incorporate into our agenda any knowledge gaps identified in the process. This will be achieved by engaging relevant policy-makers throughout the duration of the RPC and keeping abreast of the emerging academic literature and media reports in both the South and the North to observe changes in the outcomes of education and in the pathways of impact from education into other (labour market, health, fertility, subjective well-being) outcomes for the poor and non-poor.

Various mechanisms will be used for achieving this aim, including RECOUP internal structures such as the Consortium Advisory Group, national advisory committees and RECOUP conferences and research seminars. We will also rely on national/local policy forums, such as annual education conferences proposed by our partner in Ghana, a Ghana National Reference Group (NRG) which includes all education RPCs and which is chaired by the Ministry of Education as well as annual workshops in partner countries. Finally, more micro-level and individualised interactions established by our partners with national and international policy and research communities are invaluable in making sure that our research agenda is responsive to policy.

5. COMMUNICATION CHANNELS

The RECOUP communication strategy will employ a range of channels both formal and informal, in addition to conventional academic products (books, articles and papers). These traditional outputs remain fundamental, but too narrow to meet all of our objectives. For example, the RPC recognizes that the most effective way to influence policy is often to engage directly with policy makers and the user community. An initial engagement with policy makers from southern governments and donor agencies took place at the inception workshops organized in Ghana, Kenya, India and Pakistan. Some senior officials from our partner countries participated in these research planning exercises. A variety of other groups have contributed to the conceptualization and design of the programme, including educational consultants, government agency personnel, and academic researchers. In order to steer the research in policy-relevant directions, we shall continue to involve institutional partners in all stages of the research project cycle.

The national advisory committees set up in each country, comprising representatives from each of the main stakeholders (researchers, policy-makers, NGOs and civil society) will act as important communication channels. These committees will be a focal point for interaction with and involvement of national officials, policymakers and donor agencies in research design, implementation and evaluation processes. At a more macro level, a Consortium Advisory Group, including research experts in the fields covered by the RPC, will serve as an additional focal point for engaging nationally and internationally with policy-makers.

A major communication channel for both policy-makers and the academic community will be the RPC annual conferences/research workshops, where presentations of the work of the RPC will be made. The first research conference was held in Cambridge, 12-16 February 2007, during which four National Reports and papers, (including statistical patterns and trends; literature reviews and situational analyses; and the first crop of findings of household surveys in Ghana and Pakistan), a Methodology Discussion Paper and other collaborative publications were presented. The second research conference took place in September 2007 following the 2007 UKFIET Oxford International Conference on Education and Development where countries presented their research findings.

Alongside, RECOUP will collaborate with other education RPCs in its engagement with policy and research communities in the North and South. RECOUP researchers took part in the 2007 UKFIET Oxford Conference on Education and Development, in partnership with other education RPCs. The Conference was a venue for communicating RECOUP research outputs to academic and policy communities in the UK and a forum to engage them in debates on current knowledge and policy priorities in the education sector. RECOUP will also present its findings through the National Reference Group in Ghana which represents all three education RPCs. National workshops will be held at least annually in each of the partner countries where such engagement can be further nourished.

Eventual users of the research will thus be directly engaged during its implementation. Feedback from users will help to align research closely with user needs and open new lines of research. These dissemination exercises will also be a means of bringing together researchers from Africa and South Asia to identify common themes and lessons. We shall involve the news and print media both to communicate our results widely and also to trigger feedback from society at large.

Towards the end of the research period, we shall organize a major public event in each of the four southern partner countries, together with a major international conference, to communicate the research findings. We envisage putting a large amount of effort into making this a high-profile dissemination exercise to engage policy makers, practitioners, and other stakeholders. In addition, presentations of our research at other conferences, seminars and workshops at DFID, the World Bank, the UNESCO High Level Group and at academic institutions in the north (Universities of Oxford, Edinburgh, Bristol and Sussex) will serve a similar function.

The RPC will inform networks of policymakers and researchers in the South by interacting with global processes. Regional networks such as those provided by ADEA, by the Global Campaign for Education, by Southern-based NGOs, and by research networks such as NORRAG will be utilised to publicise results and initiate peer review and discussion.

Table 1. Target Audiences and Communication Channels

Target audience for the RPC Communication Strategy	Communication Channels
Research funding agency	RPC reports, website, research outputs, working papers, discussion papers
Other bilateral and multilateral aid agencies	RPC annual conferences/research workshops, RPC International Conference, seminars, media outlets (newspaper), specialist journals, conference papers (DFID, the World Bank, UNESCO High Level Group), website, policy briefs, GDN, Eldis, id21, R4D, interaction with other global and regional processes, Consortium Advisory Group
National and local governments	Internal government channels, seminars, RPC annual conferences, inception and other training workshops, newsletters, targeted stakeholder consultation, radio, TV, newspapers, consultative meetings (National Advisory Committees), internet/e-mail/website, E-discussions, interaction with global, regional, national and local processes, policy briefs
Donor community in researched countries	RPC annual conferences, national advisory committees, RPC international conference, donor review and consultative meetings, conferences on education policy and sector reforms, policy briefs

Academic community (international)	Peer-reviewed journal articles, books, book chapters, E-discussions, website, presentations at international and UK conferences, symposia, GDN, Eldis, id21, R4D, working/discussion papers, RPC International Conference
Academic community (local)	Annual conferences, national advisory committees, workshops, E-discussions, working/discussion papers, newsletters, website, formal and informal networks, RPC International Conference, presentations at national and local educational conferences
International NGOs	RPC annual conferences/research workshops, RPC International Conference, website, policy briefs, working/discussion papers, GDN, Eldis, id21, R4D, interaction with global and regional processes
National NGOs and civil society groups	RPC annual conferences, national advisory committees, training workshops, existing/established networks, partnerships, NGO forums, create new forums, partnerships
General public	Mass media, website, newspapers, TV, radio, informal networks and communication channels

Between the UK and the developing-country partners, we have a wide network of contacts in government, research institutions, donor agencies, UN institutions, NGOs, unions and the media which we shall use to ensure that our findings become influential.

Particular attention will be given to embedding research fully within the wider institutional settings in the South, and within long-term institutional commitments to researching poverty. In particular, within each of the southern partner countries, Ministries of Education and other relevant arms of government, Faculties of Education and other university departments will be invited to engage with the work. Research dialogue between southern partners and southern policy institutions will be encouraged from the start, as will regular policy briefings. The national advisory committees (NACs) are instrumental in making sure that these groups are involved in implementing the communication strategy. NACs will be actively involved in developing and implementing partner communication activity plans which reflect the aims and objectives of the overall strategy. They are key players to ensure that the research is widely known about by all stakeholders and the means of doing that will be articulated by each national partner.

RECOUP will employ the latest technology both for communication of its research and dissemination of its research outputs. The RECOUP website was launched at the end of the inception period to communicate our research goals, objectives and activities to the wider policy and research community. Through its website the Consortium will disseminate and publicise our research activities, achievements and outputs. In addition it is an important tool for maintaining communication between RPC members through its internal portal. The website will also be used for networking and establishing links with other research projects and institutions working in the field of education and development through creating links and regular input and sharing of news and documents (ID21, Eldis, R4D, GDN).

A RECOUP logo has been produced and used as a banner for the RECOUP website, and for other communications products. Intensive search for and dialogue with established development research and communication outlets is underway. RECOUP is exploring the possibility of using Eldis for communicating and disseminating its research and of providing direct access for its partners to resources held at IDS Library directly, or through membership of the Global Development Network (GDN).

RPC members will also utilize worldwide web and satellite technology for communicating with each other as well as engaging with and linking with policy-makers, research communities and civil society in the North and South through E-discussions and video-conferencing. These facilities will, on the one hand, allow a more comprehensive record of the discussions to remain, and they will facilitate direct and immediate feedback and advice from interested parties for next steps in research planning.

We shall also employ local/traditional formal and informal communication channels to disseminate new knowledge created as a result of our research to make an impact on policy and action. Our partners in the South will play a key role in developing and maintaining such links and networks. Knowledge will be transferred and disseminated through

local and national mass media, conferences and workshops involving national and local government education policy-makers, representatives of the donor community, and civil society.

6. COMMUNICATION PLAN

6.1. Communication Activity Plan

The communication plan comprises outreach, capacity building, communication and dissemination activities. The RPC will build capacity not only by strengthening research expertise in the Southern partner institutions but also by helping stakeholders in partner countries use research evidence to make research-informed decisions. Annual conferences will be linked to appropriate policy and/or scientific conferences, in order to expose ideas and research development to peer review and to provide opportunities to publicise the key ideas emerging from our research.

Table 2. Communication Activity Plan

Activity	Budget	Responsible person/timeframe	Success Criteria
General			
Liaise with partners on research communication strategy and its implementation (annual review process)		B. Shagdar, Prof. Colclough, Principal Researchers (PIs)	The overall Communication Strategy agreed and revised annually in response to changing plans, priorities and communication needs and contexts
Assessment of policy, research and communication environments, assessment of communication needs and identification of key target audiences and appropriate communication channels/outlets		PIs, NACs, communication officers/teams	Key target audiences and key communication products/outputs/activities identified
Setting up targets for research communication activities in partner countries, agree on key impacts, key communication products/outputs in the four partners countries and identify human and financial resource requirements necessary for the delivery of communication outputs		(November 2006, November 2007) PIs, NACs, communication officers/teams	Partners agree communication activity plans supported with TORs, budgets and other resource estimates
Consortium Advisory Group meetings (annual)	4 x £2,500	(November 2007 - January 2008)	Annual meetings held and RECOUP communication strategy achieved its targets
Network and liaise with education RPCs and other institutional partners (IDS, Eldis, GDN, R4D etc) and explore opportunities for joint communication initiatives	(£10,000)	Prof. Colclough, B. Shagdar, All members (on-going)	Number of joint and collaborative initiatives (workshops, conferences, seminars organized, invited lecturers, papers presented, articles/books published)
Internal Communication			
Videoconferencing (2 hour sessions twice	£1,000 x 4	Prof. Colclough, B.	

Activity	Budget	Responsible person/timeframe	Success Criteria
a year) Continue maintaining an intranet based (Camtools) internal communication and consultation in addition to mailing lists. Organise sharing of documents and other resources through Camtools Explore other systems and mechanisms to facilitate effective communication between partners	(£4,000)	Shagdar B. Shagdar B. Shagdar	RECOUP website created with Intranet facility based on Camtools, several mailing lists have been created and used RECOUP researchers in Theme 1 use Skype for on-line live communication
Subtotal: £4,000			
Dissemination			
Produce a draft research outputs dissemination plan Agree specifications, timetable and costs for the production of RPC publications with Cambridge Printing		Prof. Colclough, B. Shagdar, PIs B. Shagdar, Prof. Colclough	Draft dissemination plan agreed Design and specifications for RPC publications have been agreed (e.g. peer review procedure, style and formatting guide)
Produce press releases/ briefing papers, newspaper articles, newsletters on the RPC research activities, progress and results 10 Policy briefing papers: 50 copies of each at £2.50 per copy	£1250	Principal researchers, B. Shagdar (throughout the research)	Number of newspaper articles and press releases published and/or submitted, newsletters printed and distributed
Research findings (research methodology and specific recommendations) published in international and local/national journals	£3750	All – Principal Researchers, Researchers (throughout the research)	Number of articles in peer-reviewed publications, number of book and book chapters (published and/or submitted); number of cross-references and citations in specialist publications; RECOUP Working Paper series launched
Initiate RECOUP Working Paper series as first pre-publication format for all RPC outputs. 30 papers: 50 copies of each at £2.50 per copy			
Subtotal: £5000			
Capacity Building			
Identify existing strengths and expertise within the partnership to deliver on targets and outputs and devise strategies for building up capacity for research communication in areas where additional skills and expertise is needed Implement capacity building strategies and activities for both Northern and Southern researchers and communication officers/teams		PI, communication officers/teams, all members November – December 2006 B. Shagdar, all PIs (throughout research)	Communication capacity building plan/stategy agreed and revised annually All partners capacities for research communication improved
Outreach			
RPC poster with a logo	£5 x 50	B. Shagdar/ Consultant - design artist	RPC logo and poster have been produced and used in communication
Workshop and Conference posters	£5 x 150		

Activity	Budget	Responsible person/timeframe	Success Criteria
Produce a short summary/briefing paper of the RPC research programme for use by media (with key points backed up with facts and figures)	(£1,000) (£1000) Subtotal: £2,000	B. Shagdar (November 2006)	products RECOUP brochure has been produced and distributed
Dissemination workshops			
Methodology workshop in Cambridge (jointly with the Chronic Poverty Centre, Manchester)	2 days x £500 venue subsistence 10@£100 travel 10@ £50 (£2,500)	Christopher Colclough, Shaila Fennel, Roger Jeffery, Madeleine Arnot (May 2006)	Workshop conducted, Draft Methodology Briefing Papers discussed, three papers presented, 11 participants attended
RPC National workshops (at least annually): Community workshop in Kenya (May 08) India/Pakistan Mid-Term dissemination workshop (Jul 08) Ghana Mid-Term dissemination workshop (Oct 08) Kenya Mid-term dissemination workshop (Sep 08)	4 x £2,000 £500 3 X £2,000 (£14,500)	PIs, Theme Coordinators	RPC National Reports produced and disseminated; number of participants; number of papers discussed
RPC Annual Conferences/research workshops	3 x £18,000 (£54,000)	Prof. Colclough, B. Shagdar, Principal Researchers, Theme Coordinators (12-16 Feb 07, 15-19 Sep 07, Feb 09) 11-13 Sep 07	RPC Annual Reports produced and disseminated; number of participants, number of papers presented, number of media/press reports
Oxford Conference on International Education and Training	(£14,000)	Sep 09	Number of papers presented, number of participants, representation of key target audiences
European Conference on Modern-South-Asian Studies in Manchester		8 – 11 July 08	Number of papers presented
International Sociological Association (ISA Conference, Lucknow, India)		21-23 Nov 07	Number of papers presented
DFID Mid-Term Review		Dec 07	
RPC Mid-term Conference	(£18,000)	Prof. Colclough, B. Shagdar, PIs, Theme Coordinators (March 2008)	RPC Mid-term report produced and disseminated; number of participants, number of papers presented; number of media/press reports
RPC Final Conferences in each country (4)	4 x £2,000 (£8,000)	Principal Researchers, Theme Coordinators (August 2010)	RPC Final National Reports produced and disseminated; number of participants, number of media/press reports

Activity	Budget	Responsible person/timeframe	Success Criteria
International Conference	(£18,000)	Prof Colclough, Theme Coordinators, Principal Researchers, B. Shagdar (September 2010)	Number of participants attended; number of conference papers; number of press/media reports;
	Subtotal: £129000		
Website/electronic communication			
Design and maintain the RPC website (software, equipment)	(£1,500)	B. Shagdar (March 2006)	Website created, functional and updated regularly
Organize at least one E-discussion/conference on a topic of interest to RPC members		Theme Coordinators, B. Shagdar (May 2009)	Number of participants, number of issues covered
	Subtotal: £1,500		
	Total: £151,500		

6.2 Distribution of Research Outputs

The RPC will produce the following research outputs for communication and dissemination:

- Methodology briefing/discussion papers on, *inter alia*, approaches to working with the poor, engaging with poor communities, designing field studies and interpreting the data, and the ethical stance adopted by researchers in the field.
- High quality, policy-relevant joint research reports and analytical papers published and disseminated, based on integrated surveys and qualitative enquiries in four countries
- Working Paper series initiated from the second half of 2006/7
- Policy Brief series initiated from the second half of 2006/7
- Jointly authored papers by north-south partners published in peer-reviewed publications
- Books and book chapters
- Databases from household and qualitative surveys
- Database of annotated bibliographies on all themes
- RECOUP annual reports
- Evaluations of the RPC
- Published external commentaries on the work of the RPC
- Further research-funding proposals
- PhD reports and theses
- Fellowship visit reports
- Workshop reports and evaluations

Each country will incorporate in their activity and 5-year plans a plan for output dissemination, which will in turn be reflected in the overall Research Communication Strategy. Dissemination will be a constant strand throughout the project. There will be both nationally and internationally published outputs from the research, presenting opportunities for individual, group, and cross-national authorships. All outputs will also be distributed electronically via the website.

6.3 Communication Capacity-Building

Implementation of the RECOUP Communication Strategy needs resources and capacity to deliver the communication outputs. The approach in this area is to continuously and systematically improve the capacities of all partners to engage with policy processes and key audiences based on communication targets and activities set up and outlined in the

RECOUP Communication Strategy documents and partners communication activity plans. The targets and plans themselves are based on the assessment of policy, research and communication environments, processes and communication needs of key audiences. This approach is in line with the principle of pro-activeness and envisaged in our overall strategy whereby communication needs dictate our capacity building needs and not visa versa.

All our partners are well equipped with the skills and capacities and most of them have extensive experience in the field. Some of our partners have been active in national policy-making and lobbying at local and national levels. We will rely on their expertise and existing networks and partnerships in the implementation of the strategy and provide targeted support and training where gaps are identified.

Communication capacity building strategy/plan will be developed based on the assessment of policy and communication processes and environments and existing strengths of our partners. The plan will consist of a series of cost-effective, targeted and on-the-job training activities aimed at building capacities in specific areas of research communication and policy engagement, including the preparation of a series of briefing papers on a particular topic or skill, supporting partners in the design and implementation of their communication plans, supporting partners to design and manage websites, produce policy briefs, newsletters, high quality academic articles and others. There is a special portal on RECOUP Intranet devoted to building research communication capacities of all partners which provides reading material, links and targeted briefing papers by the RECOUP Communication Officer. Other innovative and cost-effective forms of building capacity of consortium partners in the area of research communication and policy engagement will be actively explored.

6.4. Measuring Impact/Success

The key approach in measuring impact and success of communication activities is that of continuity, integrity with the RPC research, focus on measuring policy impact (both short- and long-term), participation and stakeholder engagement.

The extent to which the RPC communication strategy is successful will be measured in a variety of ways. First, the strategy and its implementation will be evaluated as part of the generic RPC evaluation and review process (including December 2007 Mid-Term Review) and annual reviews (RECOUP and external). The evaluation will also be carried out at the end of the period as part of the programme evaluation activity during which the plan will be compared against outcomes and supported by evaluation indicators (see Table 2).

In addition, various methods of evaluating the effectiveness of RPC communication channels and activities will be employed, including indicators of both supply and demand. The supply-side indicators with which to measure the efficacy of the RPC communication activities include quantitative indicators such as number of press releases/briefings; peer reviewed publications by theme; publications in press or submitted; books or book chapters; publicity materials; website links; RPC reports; meetings; workshops and conferences held.

The demand-side qualitative indicators will measure the efficiency and quality of communication channels and activities such as attendance at meetings, workshops and conferences; number of invited lectures and conference papers; number of attended workshops and conferences (by invitation); numbers of cross-references and citations in specialist journals; number of links established to the RPB website, total number of visitors to the RPB website per month/year (see Table 1). The extent to which members of the RPC are approached by national and international organizations for advice and council on matters related to the work of the consortium and the extent of press interest and coverage by the mass media of the outputs from the programme will also be monitored and evaluated.

The evaluation of the RPC communication strategy and its implementation will be carried out through surveys and/or evaluation sheets, for example, evaluation of conferences and seminars based on feedback from participants, stakeholders, partners, focus group discussions, questionnaires, interviews, and regular consultations with stakeholders/partners.

We will rely mostly on the use participatory methods of impact/outcome evaluation and monitoring such as Most Significant Change (MSC) and/or Outcome Mapping conducted by partners, policy makers and other user-groups.