



The Association of International NGOs in Nepal

AIN COMMUNICATIONS STRATEGY 2016

I. Introduction

The Association of International NGOs (AIN), formed by INGOs working in Nepal in September 1996, is an important network in the development sector of Nepal as members have been implementing various people-centered development programmes throughout the hills, mountains and Terai areas.

At present the AIN comprises with 125 INGOs, working on a wide-range of issues and sectors to contribute to development efforts in Nepal.

If requires strategic, concerted and long term efforts to reduce and gradually develop a positive perception of INGOs.

Over the years INGOs have played a crucial role as key stakeholders and partners in the development of Nepal and engaged with the Government of Nepal, donors, various sectors of the civil society, NGOs and poor and excluded people to address causes of poverty.

However, despite the contributions INGOs have made, there is a communication gap and the perception of INGOs in general as well as by some key stakeholders, including the government authorities concerned, donors and the media needs to be further explored. INGOs have been criticized on several grounds including during the early response period post the April 2015 earthquake that struck Nepal. Often such criticisms are a result of inadequate communication or lack thereof of a communication strategy. If requires strategic, concerted and long term efforts to reduce and gradually



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develop a positive perception of INGOs. The communication strategy is basically geared towards addressing the aforementioned problem.

II. Situation Analysis

The not-so-positive perception of INGOs can be broadly categorized into three categories: real or valid causes, perceived causes and communication gap. The perceived perception is due to the following three broad reasons.

1. Lack of knowledge about and/or realization of and/or unwillingness to acknowledge the contributions of INGOs: People in general and the key stakeholders do not know the exact contribution INGOs have made. Even if they know there is a general tendency of being reluctant about acknowledging it.
2. Inappropriate articulation and communication by INGOs: INGOs in general tend to exaggerate when communicating about its efficacy, outputs and contributions. Such an exaggeration, on the one hand, raises the level of expectation of INGOs and, on the other hand, puts in jeopardy the credibility of what INGOs say.
3. Lack of quality pro-development discourse: Lack of quality discourse on development has resulted in the downplaying of the importance of work INGOs are doing. Lack of quality discourse on development is due to lack of opportunities and impetus for scholarship, research and reporting on development issues and also capacity gaps.



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III. Goal

To promote an accurate portrayal of INGOs' work for increased transparency, accountability and effective partnerships.

IV. Strategic Objectives (SO)

SO 1. Inform and educate the public about the role and contribution of INGOs

SO 2. Build relationship with media

SO 3. Build trust, create credibility and reputation

SO 4. Build communications capacity of AIN members

SO 5. INGOs understand public perception

V. Strategic Objectives (SO) , Key Performance Indicators (KPIs) and Targets



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	Strategic Objectives	Key Performance Indicators	Yearly target
Goal	To promote an accurate portrayal of INGOs' work for increased transparency, accountability and effective partnerships.	<ul style="list-style-type: none">Frequency of media reporting on the AIN member's achievements# of factsheets/reports/ publications that highlight AIN/ member INGOs work as being transparent	<ul style="list-style-type: none">5 posts/reportings a month in various media outlets (minimum)TBD
SO 1	Inform and educate the public about the role and contribution of INGOs	<ul style="list-style-type: none"># of posts in website per month and number of visitsCreate social media platform and # of followers (which is monitored)# of public engaged with and by AIN events# of reports that highlight AIN and member INGOs work as being transparent	<ul style="list-style-type: none">increase by 30 %1000 followers1000TBD
SO 2	Build relationship with media	<ul style="list-style-type: none"># of media targeted events# of media engagements	<ul style="list-style-type: none">2 media eventsOnce every three months



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		<ul style="list-style-type: none"># of media hits / Frequency of media reporting positively about AIN members	<ul style="list-style-type: none">4 per month
SO 3	Build trust, create credibility and reputation	<ul style="list-style-type: none">Factsheet/ FAQs of AINMembership Profile report# of informal events eg: AIN Futsal# of AIN led campaigns for social change	<ul style="list-style-type: none">Updated every yearUpdated every yearOnce a yearOne theme a year
SO 4	Build communications capacity of AIN members	<ul style="list-style-type: none">AIN Chair is media ready% of AIN SC members trained as spokesperson# of AIN members trained in core communications skills	<ul style="list-style-type: none">1 training per AIN SC term50 %1 training (depending on need) organised each year
SO 5	INGOs understand public perception	<ul style="list-style-type: none">Conduct a survey on public perception<ul style="list-style-type: none">Focus on governmentFocus on partnersFocus on community / beneficiaries	<ul style="list-style-type: none">1 event



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Please note : Detailed activities and responsibilities will be a part of the AIN Communications action plan

VI. Approach for implementation

1. Internal Partnership

AIN will be committed to strengthen partnerships and foster internal communication with members to help inform and educate the public about the role and contribution of INGOs.

As a loose network of INGOs, AIN will seek to complement the communication efforts of INGOs to highlight best practices about sustainable and equitable development in all its communication platforms. To this end, AIN will coordinate with members and strengthen its engagement or alternatively seek the support of Communications Working group in building capacity of member INGOs. This will result in members contributing, where possible, with best practice stories, demonstrating impact by linking evidence from the field to the national level. AIN will ensure that effective mechanisms are in place to help members gain access to information related to other member INGOs. Additionally AIN will support members on issues affecting the reputation of INGOs if needed.



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2. External Partnership

AIN will support the communication efforts of its members by developing, maintaining relations and engaging proactively with key stakeholders including the media. AIN will carry out periodic interactions with media, government, political parties, civil society organisations and donors for increased transparency and accountability. AIN will work not just through local and national media but with them as partners to validate and reinforce the contributions of INGOs. AIN will contribute to discourse on development and consequently promote development journalism with targeted events and the provision of fellowships for conducting investigative and field-based reporting on key development themes.

AIN will collaborate with bilateral and multilateral agencies if needed where there is a need for a louder voice on issues affecting the work of the development community in Nepal.