

**Workshop for New Darwin Projects**

**4th April 2014**

IIED

80-86 Gray’s Inn Road

London

WC1X 8NH

| **Time** | **Agenda Item** |
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| 09.30 | **Arrivals and refreshments** |
| 10.00 | **Welcome and intro to the workshop**   * Purpose of workshop * Day’s agenda * Intro of all participants – name, institution, project title. |
| 10.15 | **Welcome by Darwin Secretariat**   * Intro to the history of Darwin * Into to the overall objectives of Darwin * Intro to the various entities involved e.g. Darwin Secretariat, DEC, DFID, FCO, LTS * Official welcome to new projects |
| 10.25 | **Introduction to the Darwin Expert Committee**   * Who they are * What they do * Why they do what they do etc. |
| 10.35 | **Introduction to Darwin Initiative reporting systems**   * Technical reporting * Financial reporting * Change requests |
| 11.00 | **Q&A**  **Refreshments & Elevator Pitch** |
| 11.30 | **Elevator pitch feedback**  **Writing a Press Release** |
| 12.00 | **Drawing on the Darwin Initiative resources to promote projects**   * Website * Newsletter * Social media including Twitter, Facebook & LinkedIn |
| 12.15 | **Q&A** |
| 12.30 | **Lunch** |
| 13.30 | **SMARTen your indicators**   * Ensuring the indicators you have proposed are specific, measurable, achievable, realistic and time-bound * Output indicators vs. activity indicators vs. outcome indicators |
| 13.40 | **Developing an M&E plan**   * Who measures what? * How do they measure it? * When do they measure it? |
| 13.50 | **Developing your communications strategy**   * Identifying stakeholders – influence vs. interest * How to communicate (not disseminate)? * When to communicate? |
| 14.00 | **Group Exercises**   1. SMARTen Indicators 2. Developing M&E plan 3. Communications strategy |
| 15.00 | **Tea & Coffee** |
| 15.30 | **Group Exercises**   1. SMARTen Indicators 2. Developing M&E plan 3. Communications strategy |
| 16.25 | **Highlights Session** |
| 16.30 | **Close** |