

**TOWARDS SUSTAINABLE ENERGY FOR ALL (TSEALLM) PROJECT  
COMMUNICATIONS AND VISIBILITY NEEDS ASSESSMENT  
REPORT**

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## Introduction

UNIDO with financial support from the Global Environment Facility (GEF) is implementing a renewable energy (RE) project aiming to promote a market based approach to integrated renewable energy (RE) systems in Mozambique. The project is implemented in partnership with a wide range of stakeholders including but not limited to FUNAE, BCI, UEM, MITADER, ADPP, FNDS, CCM, CTA and INNOQ.

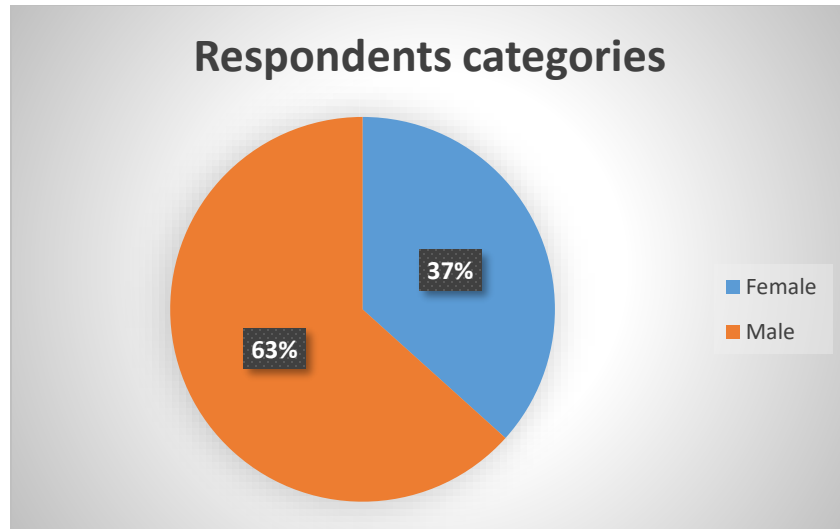
Information sharing using multiple means is a major touchstone to the realization of the objectives and outcomes of the project through renewable energy policy advocacy, capacity building, and renewable systems technology transfer. In light of this, an assessment was conducted among stakeholders with the aim of establishing their specific information and communication needs. The findings of the exercise will be vital in the development of the project's communication and visibility strategy.

The assessment delved into 5 major issues relevant to boosting communication about the TSE4ALLM project including;

1. The tools of communication and sources of information among project partners
2. Channels of communication frequently used and their relevance
3. Level of access to renewable energy systems information
4. Trustworthiness and efficiency of the sources of information
5. Access to information about renewable energy systems among different communities
6. Current status of communication with UNIDO

## Respondents categories

Feedback was received from project partners, females and males aged (25-55) from different sectors including the academia, public service, Non-government agencies, and the private sector. 9 respondents were reached through the TEC meeting held on 20<sup>th</sup> November 2019 while 11 respondents were reached through the survey monkey online assessment shared in November 2019.



## Data collection and analysis methods

Data was collected through closed and open ended questionnaires shared during meetings and online using survey monkey free online data collection form. Data analysis was done using the kobo humanitarian tool box software.

## Assessment findings

The findings of the assessment are detailed below under the 6 major themes mentioned above

### The preferred language, tools of communication and sources of information among project partners

In assessing the kind of communication sources and tools used by the respondents the exercise sought to establish not only the tools but also the preferred language for communication especially since this will be vital in determining the language in which messages about the TSE4ALLM project are created and disseminated. 100% of the respondents revealed they are most comfortable communicating in Portuguese. It is worth noting that a cross section of the respondents reported that they understand other languages like Ndao, shangaana, Ronga,

Bitonga, and Macha. While almost all the mentioned languages are from the southern region, the citing of local languages as a preference indicates that there is need to consider disseminating project messages about renewable energy in local languages.

## Channels of communication frequently used and their relevance

Information sharing channels are the way through which information flows within the organization and with other organizations. Information in an organization may flow forward, backwards, and sideways. Pearson and Saunders (2009).

According to Krauss and Morsella (2000), information can be shared through two different channels namely; formal and informal channels. Krauss and Morsella argue that formal information sharing channels transmit information such as the goals, policies, and procedures of an organization and messages follow a chain of command. An organization's newsletter giving stakeholders a clear idea of the organization's goals and mission is cited as a good example of a formal channel of information sharing.

The findings from the TSE4ALLM project partners revealed that different channels are used including formal and informal. Phone calls, messaging, and verbal communication were mentioned as the major informal means of communication, while letters, emails, newsletters, and workshops were highlighted as frequently used formal channels of communication.

## Tools of communication and sources of information

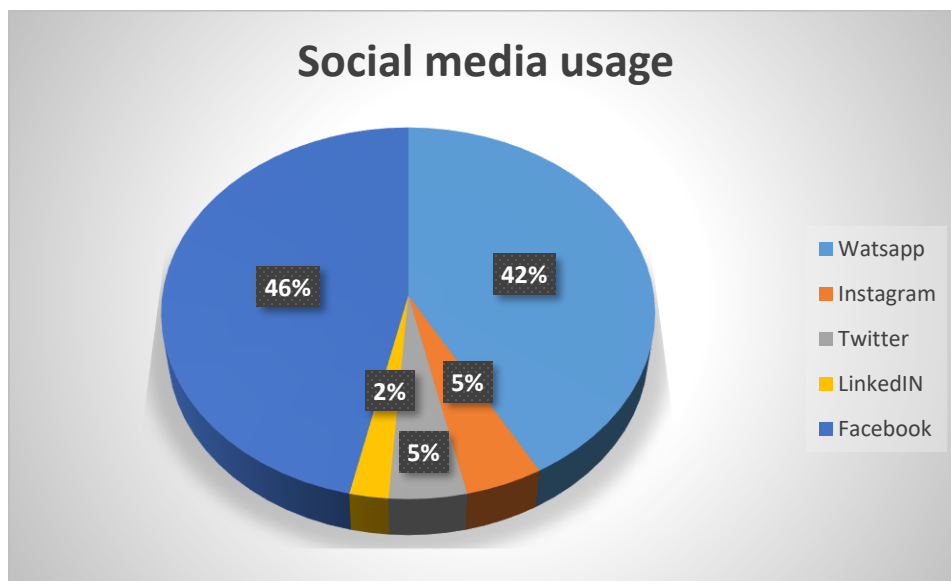
Respondents were further asked to reveal the tools that they use in communication indicating which are the most efficient and why. In this section the use of mobile phones, radio, written materials like newspapers & newsletters, and computers was discussed.

## Mobile phone ownership, access and usage

All respondents revealed that they possess mobile phones and 80% mentioned that their cell phones are connected to the internet with messaging as the frequently used applications.

## Social media usage

The TSE4ALLM project intends to use social media as a vital tool in bolstering its visibility through dynamic communications opportunities thus enabling direct and real time interactivity with a wide range of project audiences. It was thus deemed necessary to find out from respondents about the social media platforms they are conversant with and use frequently prior to designing a project visibility strategy using the same.

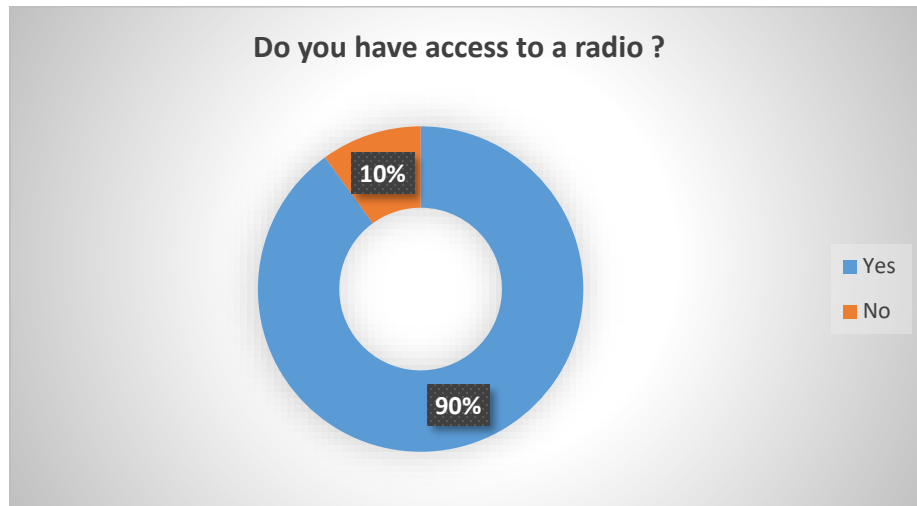


Facebook was reported as the frequently used social media platform followed by WhatsApp using phones and computers. On the other hand, twitter, Instagram, and LinkedIn are the less popular social media platforms among the respondents.

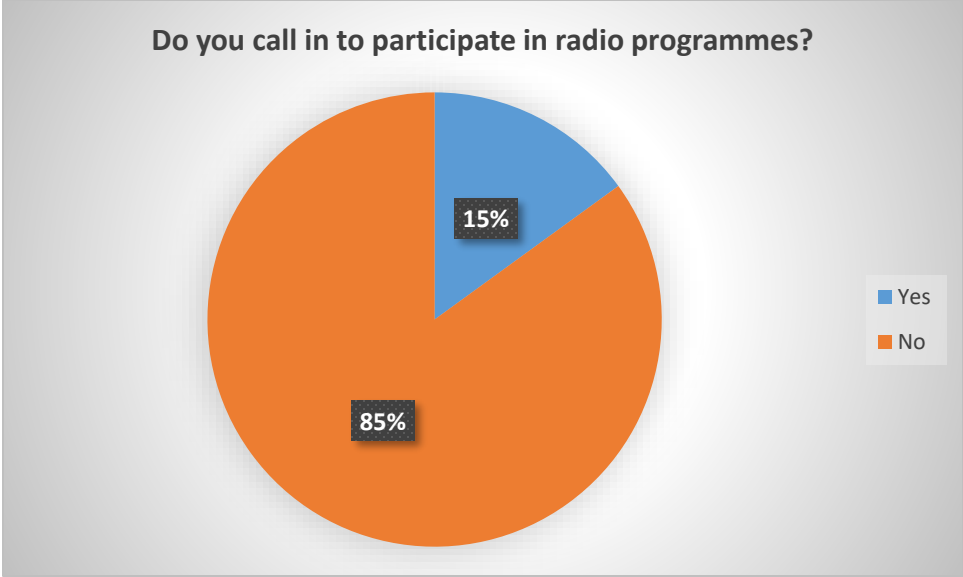
## Radio usage

Radio though not recognized nowadays as other modern media like TV and the internet play a very important role in raising awareness and promoting the rights of marginalized groups in

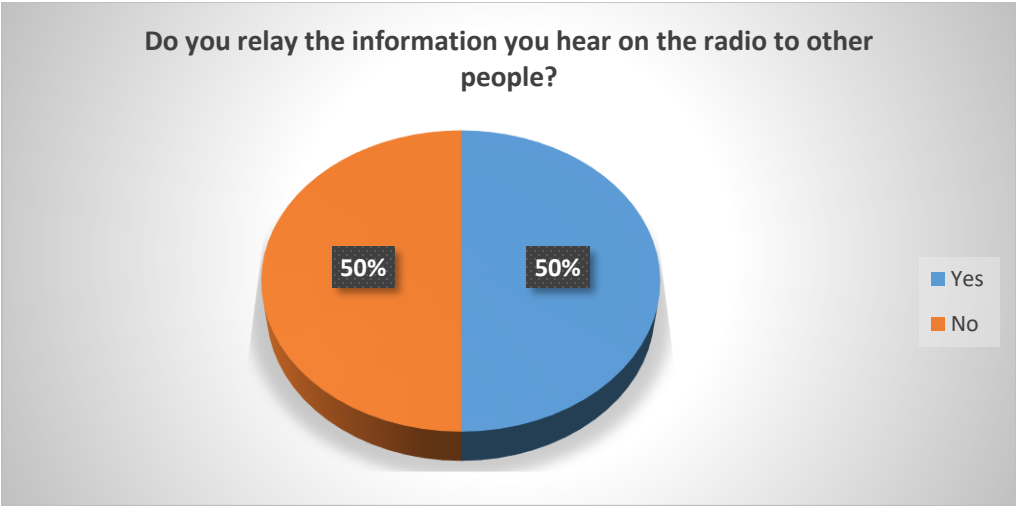
communities. Most radio stations are usually located in rural areas closer to the marginalized people who hardly have access to mainstream media like TV and newspapers.



As indicated in the diagram above, 90% of the respondents revealed to have access to a radio either at home or in the car while going about their personal businesses. Most said they listen to the radio daily while others do so once in a while. Many revealed to listen to the radio alone while others affirmed that they listen to the radio in the company of friends, work colleagues, and family members. The times for listening to radio programs were said to be in the mornings at about 7-8am and in the evening at 7pm to 10pm. The kind of programmes consumed the most include news, political debates, social issues, and sports. Respondents further mentioned the radio stations they listen to the most including Radio Mozambique, RDP Africa, Radio Cidade, all in Maputo province. Among those, Radio Mozambique is the most listened to with 100% of the respondents confirming that they frequently listen to the station which has the widest audience and coverage in the country. Transmission on Radio Mozambique is in both Portuguese and local languages spoken in all provinces. Besides simply listening to the radio, it was important to find out if the respondents make calls to participate in the radio programmes.



Information dissemination is often done through recipients who relay the received information to other people close to them. The respondents were also asked to confirm if they pass on the information they receive from the programmes to other people. 50% said they do share the information with others while an equal 50% informed that they do not.



### Access to television

Television was a preferred channel of communication compared to radio basically due to its ability to resonate with the common saying "A picture is worth more than 1000 words" 100% of the people reached through the survey informed that they have access to a television and spend more time watching TV programmes like News, documentaries, films, tele novelas, and politics



compared to what they consume on radio. The frequently watched channels were said to include STV, TVM, MIRAMAR, for national channels while BBC, CNN, ITV and national geographic were mentioned as other often watched channels. Most respondents watch TV at home in the evenings after work usually with friends and family.

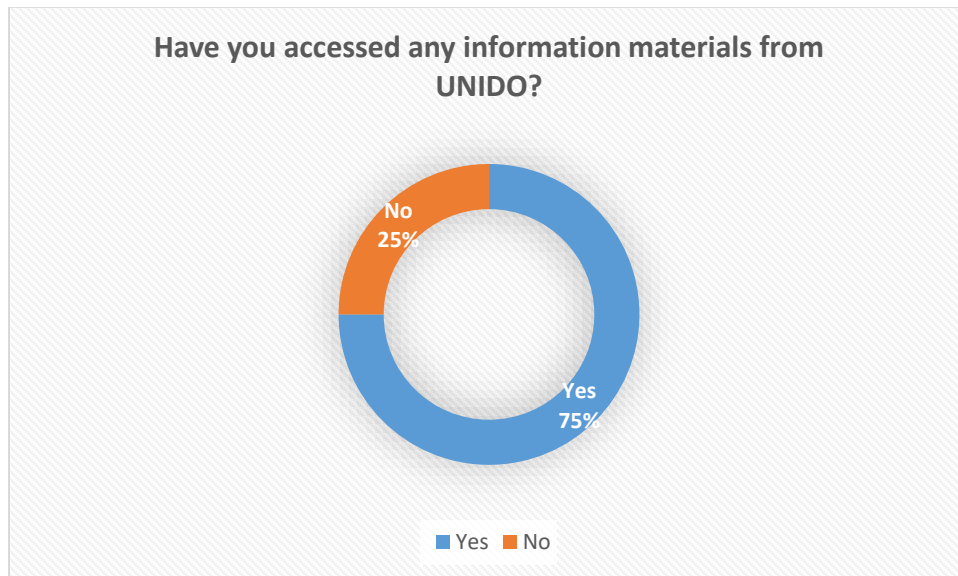
## Access to written materials

Written channels of communication like newspapers, newsletters, magazine, brochures, leaflets, banners, and posters were listed as some of the means of communication project partners consider relevant and effective in dissemination information.

### **Newspapers**

100% of the respondents revealed that they have access to news papers for various kinds of information including news, politics, business issues, and technology. The most read newspapers are Noticia, Domingo, O pais, and Savana newspapers with all respondents affirming that they access Noticia newspaper more frequently as compared to other dailies.

## Brochures, magazines, and other written materials



As to whether information materials about UNIDO is accessible, 75% of the respondents revealed that they have come across information in the form of brochures, leaflets, and web content related to UNIDO, while 25% have never accessed any information from the organization. Regarding to the relevance and satisfaction about the information, across section of the respondents informed that the information communicated was relevant as it tackled development issues related to their work.

## Most efficient channels of communication

The assessment further sought the TSE4ALLM project partners' opinions on the channels of communication they consider more efficient in disseminating information. Respondents unanimously agreed that meetings are the most effective means as they facilitate dialogue and enable spontaneous feedback and necessary action planning. Emails and other internet based means were also mentioned to be effective due to their ability to reach wider audiences at any time. On the other hand, letters and magazines were picked on by some respondents as the less effective channels asserting that they involve a lot of bureaucracy and delays in providing

feedback. Magazines are considered ineffective and untrustworthy due to their non-investigative nature.

## Access to information about renewable energy

It was imperative to find out from the respondents if they have accessed information about renewable energy systems and if they have any information needs as regards to the same. As to regards to access to information about renewable energy, 90% affirmed that they have come across the information at work, through university lectures, meetings, and through personal investigation on the internet. When asked about renewable energy related information that they need but do not have access to, some respondents highlighted that they are in need of the following information;

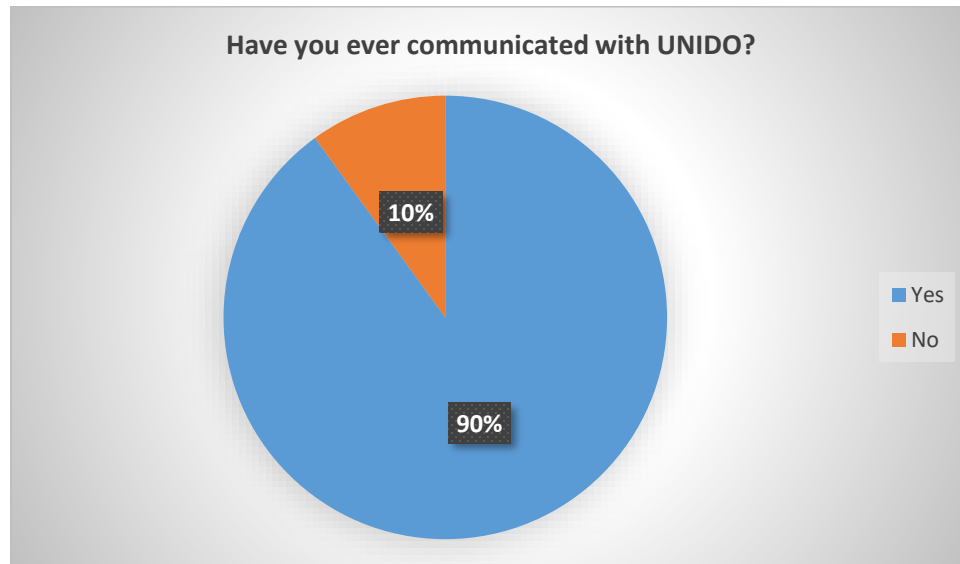
- Information about solar energy (solar dryers)
- Biogas systems
- Solar industrial ventilation products for roof tops
- Accessories and supplies for renewable energy technologies

In addition, respondents were asked to reveal if there are any messages about renewable energy that they do not understand and some responded that they particularly do not understand messages shared about thermal energy resulting from biomass and solar industrial ventilation products for roof tops.

## Communication with UNIDO

This section of the assessment tackled questions as to whether partners have communicated with UNIDO, the means, satisfaction and how communication with UNIDO can be improved. 90% of the respondents have communicated with UNIDO on a wide range of issues like partnerships, capacity building, renewable energy, and other development issues. This communication was through emails, letters, meetings, and phone calls. As regards to satisfaction about the information shared, some found it satisfactory and relevant as it tackled the exact issues their

organizations or associations were dealing with like agriculture, trade and industry, renewable energy, and so much more.



#### **What can UNIDO do improve communication with partners?**

At the end of the assessment exercise respondents made the following recommendations that can be considered in order to improve communication with partners

- Contemporary social media platforms like facebook and twitter should be used to disseminate more information about project activities
- Radio should also be used to disseminate programmes especially in rural areas. This can be for the sake of improving awareness about renewable energy systems in rural areas and financial mechanisms like the BCI credit line
- There is need for a website that contains all project activities and accessible to project partners
- UNIDO should establish good communication practices with the local governments since the project activities will be focusing on rural areas.

## Conclusions and recommendations

### Conclusions

#### Preferred language for communication

- Portuguese is the most preferred language for communication
- There is also preference for local languages and therefore the project should venture into disseminating some information in those languages

#### Channels of communication

- Different channels are used including formal and informal.
- Phone calls, messaging, and verbal communication were mentioned as the major informal means of communication, while letters, emails, newsletters, and workshops were highlighted as frequently used formal channels of communication.
- All means are important but leverage can be taken on those that can provide information on regular basis like newsletters, websites, and workshops

#### Tools of communication and sources of information

- Much as not all respondents own a mobile phone, radio and television set, most reported to have access to these tools of communication and access information through the same.
- It is therefore worth exploring sharing information about project initiatives through these sources.
- Radio plays a great role in reaching people in rural areas where other modern technology may hardly reach.

#### Social media

- Most respondents reported to have access to a phone and make use of phone applications like facebook, twitter, whatsapp, You-tube, and facebook.

- While not all people might be well conversant with these applications, they can be used to reach a certain group of partners who frequently use such platforms in urban areas of Mozambique and at the international level.
- Guidelines should be put in place to define how the social media platforms should be used by the TSE4ALLM project for professional communication and outreach in line with UNIDO's existing ICT policy

### **written materials**

- Written channels of communication like newspapers, newsletters, magazine, brochures, leaflets, banners, and posters were listed as some of the means of communication project partners consider relevant and effective in dissemination information.
- The project visibility strategy should include the mentioned channels in consideration of the kind of information to disseminate and the targeted audience.

### **Most efficient channels of communication**

- Meetings are considered the most effective means of communication as they facilitate dialogue and enable spontaneous feedback and necessary action planning.
- Emails and other internet based means were also mentioned to be effective due to their ability to reach wider audiences at any time.

### **Access to information about renewable energy**

- Much as information about renewable energy is accessible to some people, there are still messages about the subject that are not well understood by recipients including Information about solar energy (solar dryers), Biogas systems, Solar industrial ventilation products for roof tops, and Accessories and supplies for renewable energy technologies

### **Communication with UNIDO**

- Partners communicate with UNIDO on a wide range of issues like partnerships, capacity building, renewable energy, and other development issues through emails, letters, meetings, and phone calls.

## Recommendations

It is recommended that UNIDO designs a strategy for capturing, integrating, processing, dissemination, and presentation of information about the TSE4ALLM project in a clean, consistent, and timely manner to stakeholders

Regular scheduled meetings for effective communication are also important. Having regular meetings with key persons in the organization and with stakeholders to allow effective discussions and feedback allow free flow of information hence improved over all performance. Sonnenwald and Pierce, (2006) explain that to ensure proper and efficient information sharing, regular scheduled meetings among partner organizations are the primary method for sharing information as well as a method for building trust among other stakeholders. These meetings offer a generally secure environment to share information, while also encouraging broader member participation. The organizations adjust the meeting times and lengths to accommodate member needs and attempted to enhance the meeting's efficiency and effectiveness by limiting the time for presentations, approving most topics and presentations before the meetings, and adjusting meeting times to maximize face-to-face discussions between members.

Secure channels of communication need to be put in place for credible information sharing process. Secure channels which have high security defined features allows safety of information from any intruders hence maintained quality information for effective decision making.

There is need for a well-built backup system and organized information sharing system which allows information to be shared with the rightful people. This allows quality information, for improved performance in the institution. MRC, (2004) explains that various types of information technology provide important communication mechanisms as well. For example, data bases and web sites are used to store and disseminate all types of information, including alerts, advisories, reports, and other analysis, make databases available to the partners