**Communication & Change Management Strategy**

**Purpose:**

To ensure all stakeholders are informed, engaged, and supported through timely, clear, and culturally appropriate communication, especially during project changes or key milestones.

**Audience Segmentation**

| **Audience** | **Information Needs** | **Communication Mode** |
| --- | --- | --- |
| Donors & UN HQ | High-level progress, outcomes, financial performance | Quarterly reports, dashboards, virtual briefings |
| Government Partners | Planning alignment, national updates, logistical inputs | Joint meetings, policy briefs, email updates |
| Training Participants | Schedules, content, login info, feedback collection | Email, WhatsApp groups, LMS alerts |
| CSOs & NGOs | Program updates, opportunities for collaboration | Newsletters, roundtables, stakeholder forums |
| Media & Public | Project awareness, impact stories, visibility content | Press releases, social media, webinars |

**Channels & Tools**

* **Email Briefs** – Monthly internal updates
* **LMS & Project Portal** – Core tool for participant access and updates
* **UN-DTP Newsletter** – Quarterly external communication
* **WhatsApp & Signal Groups** – Real-time comms for trainers and field teams
* **Virtual Town Halls** – Bi-annual meetings for major project updates

**Change Management Plan**

| **Change Type** | **Process** | **Communication Action** |
| --- | --- | --- |
| New Training Module | TAP review → PM approval | LMS announcement, participant guides updated |
| Country Exit or Addition | PSC approval → CLC coordination | Donor + govt briefings, regional partner notice |
| Technology Tool Shift | TAP evaluation → PM decision | Training sessions, user guides, stakeholder memo |
| Budget Adjustments (>5%) | PMU proposal → PSC validation | Donor communication, internal alignment meeting |