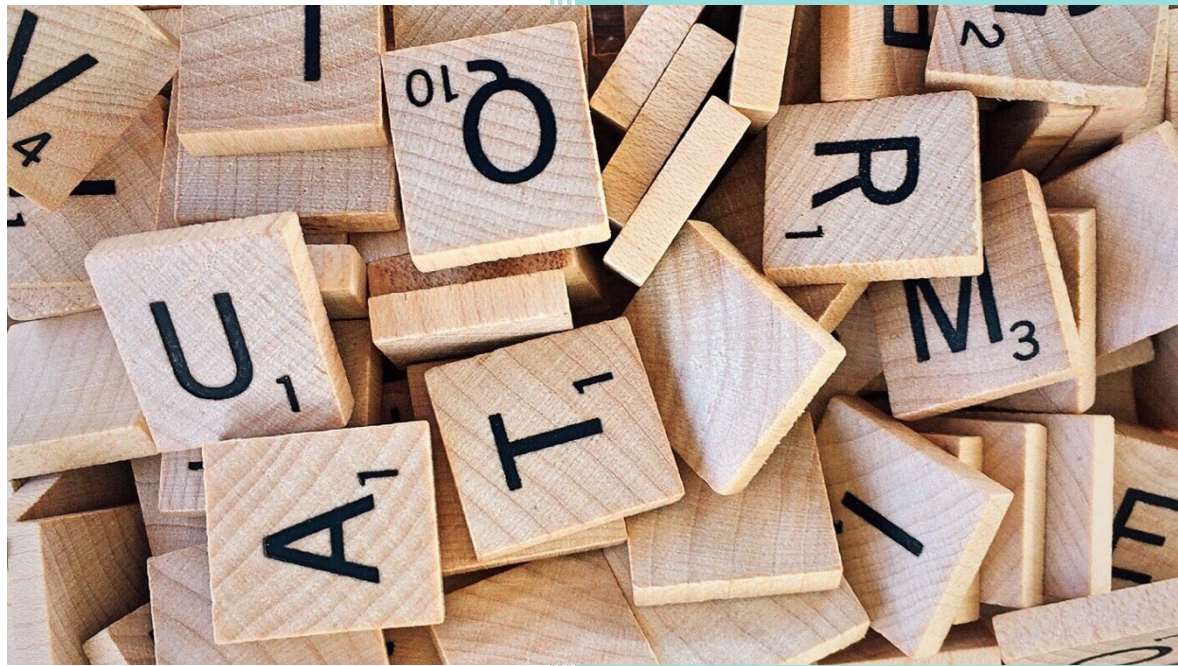


2025

NIC Communications Team

and details about our offering



NIRAS Communications and Visibility – our offer

NIRAS has extensive experience gained through previous experience in multiple Communication and Visibility (C&V) assignments as well as other projects that have communications as an important aspect of achieving deliverables. We can offer:

- strategic communications planning, development, and advice
- copy-writing/story-telling,
- graphic design,
- script writing, storyboarding and video production,
- strategic digital expertise in platform management and content creation,
- social media strategy and implementation,
- corporate/visual identity and brand assets,
- website development,
- marketing campaign development, advice and evaluation,
- communications campaigns,
- external stakeholder management, events, and network-building.

In many assignments, our role has been to **increase the visibility of the donor** by improving internal and external communication and creating awareness of the development cooperation and the strategic partnership of the donor and the partner country. Our C&V activities have contributed to the improvement of public perception and attitudes towards donors and to the development of a more receptive environment for the donor's values and principles.

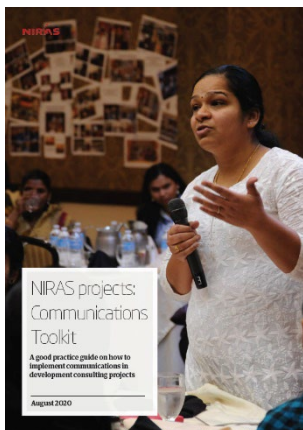
In C&V projects, we have often worked with **campaigns** around key issues that tie into the donor's agenda but also resonate with target audiences in the partner country such as Gender and Youth, Women's Economic Empowerment, and Climate Change. We bring expertise in developing and rolling out a clear, well-structured **C&V strategy and supporting plan** with impactful tactics and activities. We have developed diversified communication tools and activities to create greater awareness and enable heightened visibility of the donor and/or project. Our communications initiatives aim to foster participation and involvement of all key stakeholders and – where required - the general public through targeted communication channels. We always aim to foster two-way participatory communication, rather than top down, which can be adapted to stakeholder needs. For example, we have experience strengthening collaboration by creating communications vehicles for stakeholders to share learnings, exchange ideas and work together.



The "Communication and Visibility of the EU and Tanzania Partnership", was a 28-month EU project to boost awareness of the partnership between the EU (including Member States) and Tanzania (including within the East African Community regional integration). The project included the delivery of campaigns on various topics such as a Climate Change. The 'Resilience!' campaign was launched on Europe Day and ended with a high-level meeting to debate issues around renewable energy and introduce EU projects including the clean cook fund. Resilience! put the community first by including school children, their families and local authorities to engage activities such as tree planting, a beach clean-up and a cyclethon. School children were also given the opportunity to develop their own 3D cities of our future designs and were awarded for their work by Ambassadors of Member States. The communications team produced monthly social media calendars which covered international days and EU events using speeches, quote cards and infographics, banners, video and text. Press events were organised regularly and op-eds were also published in mainstream newspapers in Tanzania.

Storytelling is always an important component of our communications as our focus is to showcase human interest stories of heroes and champions who beneficiaries can relate to and learn from, mobilising them into action. Likewise these stories can be targeted at other stakeholders involved directly/indirectly in core project activities to raise awareness about the needs and expectations of the market so services and products can be better targeted or communicated more effectively.

As regards character-driven success stories, we aim to employ a mix of impactful images, succinct copy and stand-out quotes to bring the narrative to life. **Visual communication** is key, and we use audio-visual communication tools extensively, including videos and infographics. This written and visual material is then shared in the form of short articles, op-eds or features, factsheets/thematic flyers, newsletters, and distributed on the project and related websites, social media channels and via roadshow events.



Resources available through NIRAS international consulting corporate communications can be leveraged for the benefit of the project. NIRAS has developed a [proprietary communications toolkit](#) that it provides to all projects with step-by-step guidance on developing an effective communications plan and practical examples from our own development cooperation projects as well as other effective communications campaigns on the creation and implementation of strategies, tools and tactics. In addition, we commit to working closely with the projects communications and marketing expert to amplify the project's results on our own communications platforms. For example, our [Stories from the Field](#) initiative aims to share the human interest aspect of our NIRAS projects change lives.



The NIRAS Communications Team

Based in Manila, Brussels, Copenhagen and Nairobi, we aim to operate a **responsive communications service** to support staff and project teams with requests and showcase NIRAS' role in building a more equal, stable and sustainable world.



Lisa O'Donoghue-Lindy is NIRAS' Communications Director and has over 25 years of experience in PR and communication in the private and public sector. At NIRAS, she provides extensive communications support across projects provides QA of project communications plans and materials. She has consulted for project projects in South Sudan, the SADC region, Ukraine, as well as multi-country projects. She is responsible for the development and implementation of communications strategy for the NIRAS' Development

Consulting division and manages a team of graphic designers and writers, all of whom are available for project communication support. Lisa has developed a proprietary Communications Toolkit for projects, drafted brochures, multiple capability statements and significantly increased online content. She has introduced new digital communications tools for NIRAS that can also be leveraged by projects. She holds a Master of business administration (MBA) from Pretoria University (South Africa) and a Bachelor's degree in humanities (BA) from Wesleyan University (USA). She speaks English (mother tongue) and French (intermediate).

A snapshot of work:

- Water for Eastern Equatoria, South Sudan: field mission, conducted interviews and took photos, produced project brochure, facts sheets, success stories. See [here](#).
- Promotional material for NIRAS in Ukraine: [staff profile](#), [project staff profile](#), [brochure](#), [project story](#)
- [Communications toolkit](#)
- Video script, storyboard and oversight of production: [sample](#)

Dustin Iver Go is a Graphics and Communications Specialist with over six years' experience in visual communications, project management and branding for both international and national firms. He is responsible for producing visual communication products such as diagrams, data visualisations, finished document layouts, tenders and publications for international development organisations and multilateral financial institutions, including ADB, UK FCDO, MFA Finland & KFW. In his previous roles as Operations Supervisor and freelance graphic designer, Dustin demonstrated collaborative and technical skills to translate bare concepts, walking clients through the planning & design process and coordinated with them to successfully deliver finished projects. Some of his most recent assignments include updating the graphic design of the expansive NIC Business Development Suite and development of the NIC Graphics Toolkit.





Justine Jordan is a writer and Content Creation Specialist with over five years of combined experience in content writing and digital marketing. Having worked with private firms, she has technical know-how in producing effective B2B and B2C content, including long-form blog posts, timely stories, feature articles, product descriptions and SEO-friendly pieces. At NIRAS, her duties primarily involve crafting project briefs, news stories, profile features and LinkedIn content. A profile on civil society expert Bea

Sanz Corella and a news story on the Mostar Rock School evaluation are her most recently published assignments. As a writer, Justine loves learning about and telling stories.

Conducting interviews and weaving a good tale grounded on the truth are what she's most passionate about. She's a journalism graduate from the University of the Philippines (UP) in Diliman, the top state university of the Philippines, and is an alumna of UP Writers Club, UP's premier literary organisation.

Evalyne Muthoki Nthiani is a Graphic Design Specialist from Kenya with over eight years of experience working with both print and digital media. Having worked in a digital advertising agency for three years she has experience in the graphic design industry working on a variety of projects from social media content, print and rebranding projects. She is also a graduate of the University of Nairobi School of Arts and design and Mombasa Polytechnic. Evalyne is well versed with most programmes within the Adobe Creative Suite particularly InDesign, Illustrator and Photoshop. At NIRAS, Evalyne is responsible for creating visual communications, document layouts, tender finessing and diagrammes for both our Kenyan and international offices.



Josee Marie Pleños is a Graphic & Web Designer from the Philippines with three years of experience in delivering both print and digital design collaterals. She has previously worked at her university's office of the culture and arts, contributing to multi-disciplinary projects that encompass event branding, large-format print installations (outdoor exhibits, banners, posters), social media publications, and user interface design. She holds a Bachelor's Degree in Fine Arts in Visual Communication from the University of the Philippines Diliman. Josee is proficient in industry-standard design software, including Adobe Creative Suite, particularly InDesign, Illustrator, and Photoshop. Additionally, for web design, she demonstrates proficiency in tools such as Figma and Foleon. In her current role at NIRAS, Josee is responsible for developing a digital content creation platform to produce visually appealing online publications, such as brochures, fact sheets, and annual reports. You can see some examples here:

- epubs.niras.com/captstat/MEL
- epubs.niras.com/brochure/Africa

Ian Raphael Lopez is a Junior Communications Specialist based in the Manila office. He graduated with a degree in Development Communication from the University of the Philippines Los Baños, where he honed his skills in writing, editing, and designing and learned the importance of sustainable development. Having worked at the



Philippines' largest newspaper, he also wrote features for the Sunday business section – showcasing his talent for storytelling and highlighting the achievements of individuals and their work. At NIRAS, Ian's responsibilities include crafting news stories, project features, and briefs, as well as managing NIC's internal social networking on Viva Engage. Additionally, he provides project support through proofreading and simple video editing. Ian's recent work includes:

- [3rd Wind Energy Forum: Collaboration and dialogue essential to offshore wind development](#)
- [Manila engineers team up with Denmark on road design excellence](#)
- [Can our Manila team escape to safety?](#)

We work collaborative and flexibly as a team to respond to changing priorities and needs. When there is a request for a communications service that our core team cannot deliver, we bring in external support. Today we work with experienced freelancers in graphic design, writing and videography in Brussels, Denmark, Kenya, Serbia, South Africa, the Philippines, Namibia, Belgium, Zambia and Germany.

Examples of our work

Covers for MFA Finland Evaluation reports



Designed reports/infosheets: click on image to see project page with full report



Logos (with supporting brandkits)



Banners, Posters and Roll-ups





NIRÁS

“ Helping clients and partners deliver innovative green economy solutions that benefit people and the planet ”



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Contributing to a better, more equal, and stable world in line with the Sustainable Development Goals.

Realising your sustainable potential

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Social media cards

UK Evaluation Society
Rising to Challenges

NIRAS is excited to participate in the UK Evaluation Society Conference.
2nd - 4th October 2023

Come meet us!

 Matthew McCormack	 Calum Donaldson Murdoch	 James Kingham	 Yujia Shen
 John Swanton	 Caitlin Sullivan	 Peter Hargreaves	 Rachel Beattie

For details on the full programme and to register, visit <https://www.evaluation.org.uk/boem/annual-conference-2023/>

NIRÁS **ACS23**
AFRICA CLIMATE SUMMIT


Attending the summit from 4th - 6th September?



Look out for
Florence Gatome
NIRAS AFRICA DIRECTOR

She'd love to discuss how we at NIRAS can support you in driving green growth and developing climate smart solutions for Africa.

NIRÁS



HAPPY Mashujaa day

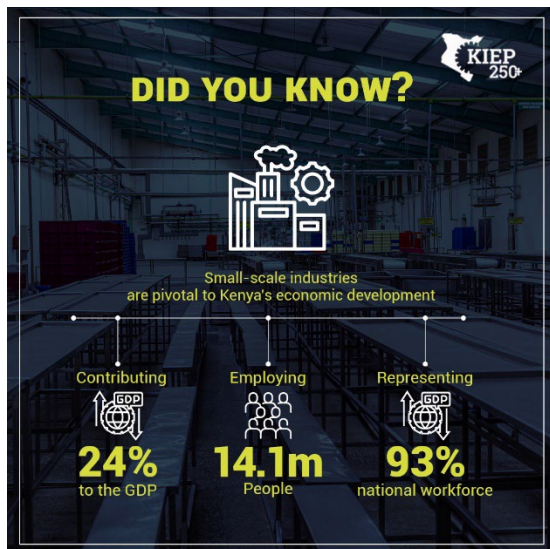
NIRÁS **GLOBAL OFFSHORE WIND SUMMIT-JAPAN**

Asia Pacific

NIRAS is attending the Japan Wind Summit
From 11th to 13th October at Kitakyushu- City, Japan



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Are you ready to support thriving Kenyan SMEs as a Business Development Service (BDS) provider?

Here's our criteria. You should...



Ocean Community Empowerment and Nature

Partnership Grants

Supporting large scale partnerships to deliver lasting change to the marine environment and coastal communities.

Grant Size: £250,000 – £3 million

Maximum Project Length: Up to 31 March 2029

Closing date: 02 April 2024, 22:59 GMT (23:59 BST)

Apply at: oceangrants.org.uk



UK International Development

Partnership | Progress | Prosperity





REPUBLIC OF LEBANON
MINISTRY OF ENVIRONMENT

Cost recovery: paying your fair share in waste management

TOGETHER, WE KEEP OUR COMMUNITY CLEAN AND SUSTAINABLE

WHAT IS COST RECOVERY?

A financial strategy
to sustain waste
management



WHY IS COST RECOVERY IMPORTANT?



Promotes
**REDUCE,
REUSE,
RECYCLE,
RECOVERY**



Better and more
efficient
services



Fair charges



Keeps budgets balanced

CHALLENGES AND SOLUTIONS

Fair and
equitable
fees



Efficient
billing and
collection



Transparency
and public
buy-in



HOW DOES COST RECOVERY WORK?



Service fee, not a tax.
Fines for polluters.

From waste creators to waste managers.
Get involved today and talk to your local authority.



Funded by
the European Union



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