

TEMPLATE: IMPLEMENTATION PLAN FOR PROJECT ACTIVITIES

INTRODUCTION

The Starting With Women approach is based on the needs and aspirations of participants. Implementation activities must therefore be responsive and flexible.

The following template includes suggestions for how to easily chart out a plan for implementation, including common methods for engagement. This implementation plan begins after the activities of identifying and hiring Community Based Facilitators, identifying project participants, and conducting the baseline and needs assessment.

1. SITE & COMMUNITIES

Where will the activities take place? Indicate them in as much detail as possible and include any important considerations such as different languages, how disputes are resolved, local governance considerations, etc.

2. OBJECTIVES

The primary objective of any Starting With Women project is to improve the land and resource tenure security of women. Here, detail any other objectives, like developing local capacity, increasing knowledge of the law, improving livelihoods, etc.

TARGET GROUPS

Who are you targeting to participate in the project? Examples include widows, female leaders, women generally, elders, traditional institutions, the entire community, etc. Be as specific as possible.

FOCAL SUBJECTS

These can generally be divided into the broad categories of knowledge and skills building. They should come organically from the needs and aspirations exercise. For example:

- **Knowledge**
 - Legal literacy
 - Constitution / National Land Policy
 - Land laws, with a focus on women's land rights
 - Family laws
- **Skills building**
 - Alternative dispute resolution: negotiation and mediation skills
 - Lobbying
 - Public speaking

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3. METHODOLOGY

Various methods may be used to achieve the objectives of the project. These include, generally, awareness raising activities for the community and training for the groups. For example:

AWARENESS RAISING

- Community sensitization (women's rights)
- Mass media (radio talk shows)
- Community dialogue
- Meetings

Encourage participants to share their experiences and raise legal awareness through drama, mass media, and community dialogue.

TRAININGS

These can generally be divided into the broad categories of knowledge and skills building. They should come organically from the needs and aspirations exercise. For example:

- Curriculum for participants
- Workshops for leaders

The project will conduct trainings and workshops for each group, based on their self-identified needs and project objectives. Place an emphasis on women's existing knowledge and experience about their land tenure situation, as well as topic areas with which they easily identify before beginning formal training with the CBF.

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4. SAMPLE ACTIVITY PLAN

4.1 Share the baseline and needs assessment findings with participants

The aim of this activity is to share key findings from the initial assessments, learn if participants agree with these findings, and amend them as necessary. The output of the meetings will be generating ideas for the action plan. Tasks under this activity include:

- Determine key findings to be shared
- Meet with each group to present findings. Ensure that these meetings follow best practices for meeting with women, including holding separate meetings for men and women (if men are participants), holding meetings at a time and place when women are available, and keeping the meetings as short as possible (aim for one hour).
- At the meeting, present the findings verbally in the local language and get verbal feedback from the participants on each finding. Probe to ensure everyone understands what is being shared. If there is additional information participants wish to share, record this and conduct a discussion about that information. Ensure that all participants agree with each finding, and record any detailed feedback, positive or negative.

Deliverables/Outputs	Lead
Ideas for action plan generated	

4.2 Stakeholder mapping and engagement

This activity maps stakeholders and introduces them to the project, the objectives, the process, and the expected outcomes. The aim will be to have their support throughout the project. Tasks under this activity include:

- Identify local stakeholders and map their interest in the project, any risks of engaging with them, and key approaches to be used with them
- Introduce identified stakeholders and inform them about the project. Describe the project in a way that is appropriate to the stakeholder and to any sensitive issues, such as women's land rights. Emphasize that you hope to have their support.
- Design and implement a communication strategy for key stakeholders, building on the stakeholder mapping, for the life of the project. In some cases, this should include a plan for introducing participants in the project to local leaders as part of the action plan. It may also include trainings or engagement through other means, like meetings.

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Deliverables/Outputs	Lead
Mapping of stakeholders	
Key stakeholder communication strategy	
Plan to introduce participants to key stakeholders	

4.3 Group development of action plan for each group

Using the ideas generated for the action plan, chart the needs and aspirations of the group using the tool for doing so. The charting exercise will serve as a further validation of the findings of the assessment, and the result will be a chart that includes an action plan for how to address these needs and aspirations.

The groups should then identify which actions have priority, and the leader of the exercise (which will likely be a local partner) should develop a plan for implementing the prioritized actions, including identifying resources for implementation. Tasks under this activity include:

- Needs and aspirations charting
- Development of action plan

Deliverables/Outputs	Lead
Needs and aspirations chart	
Action plan	

4.4 Capacity building based on action plan

Once the action plan has been developed and adopted by the group, the group will organize and coordinate (with stakeholders and supporters) the means of addressing capacity gaps which were identified in the action plan. Capacity building tasks may use local partners or other resources identified during development of the action plan. Tasks under this activity include:

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- Develop capacity building plan
- Develop curriculum

Deliverables/Outputs	Lead
Capacity building plan mapped and linked to action plan	
Curriculum of trainings developed	

4.5 Develop communication strategy based on action plan

Once the action plan has been developed and adopted, develop a strategy for communicating about the initiatives in the action plan and the objectives of the action plan. The strategy will include messaging for the community, communication modalities, and how feedback will be provided to government, policymakers, and community leaders. The strategy will also include a plan for seeking validation and evaluation of the approach from the perspective of key stakeholders.

Deliverables/Outputs	Lead
Communication strategy and timeline	

4.6 Assessment and follow-up

Develop a monitoring and evaluation plan to reflect upon and assess the action plan and initiatives contained therein, as well as the other activities. This may be carried out by the implementers or by a partner organization. The plan might include quantitative assessments that include a control (baseline, midline, and end line) and qualitative tools like focus group discussions, journals, and assessment of monthly reports. See the other tools for more. The team should consider what worked and what did not, what could be improved, and amend the action plan as necessary.

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Deliverables/Outputs	Lead
Monitoring and evaluation plan, including mid-term evaluations	
Assessment of action plan listing amendments that need to be made to action plan	

5. SUPPLEMENTARY PROJECT ACTIVITIES

BASELINE AND M & E

A baseline study should be conducted, and a monitoring and evaluation plan developed. Monitoring may result in some mid-project amendments to activities. Such amendments to the work plan will be developed and adopted by the project team, in consultation with the groups.

EVALUATION

At the immediate end of the project, the project team will analyze monitoring and evaluation results, the pilot assessment, and feedback from women and stakeholders and will assist in the development of an evaluation.

PROJECT COMMUNICATION (INFORMATION, AWARENESS, ADVOCACY)

In addition to pilot communication activities, as described above, there will also be overarching project information sharing, awareness raising, and advocacy on a regional and national level.

6. REPORTING

In addition to the outputs and deliverables for this pilot listed above, project partners will also write monthly reports which report on tasks, successes, and challenges that arise in the pilot implementation stage. The reports should track each of the activities listed in the plan.