FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

COMMUNICATIONS PLAN

MAY 2016

**FEED THE FUTURE TANZANIA
LAND TENURE ASSISTANCE (LTA)**

**CONTRACT NO: AID-OAA-I-12-00031
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USAID FROM THE AMERICAN PEOPLE

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INTRODUCTION

The Feed the Future Tanzania Land Tenure Assistance (LTA) Communications Plan provides the framework for delivering targeted project communications to key stakeholders throughout the implementation period. The LTA Communications Plan will support the achievement of project goals and objectives through stakeholder awareness, engagement and capacity building, as well as providing the information needed for USAID project monitoring and reporting.

PROJECT BACKGROUND

USAID has contracted DAI to implement the Feed the Future Tanzania Land Tenure Assistance (LTA) activity as an integral part of USAID's broad initiatives in the Southern Agricultural Growth Corridor of Tanzania (SAGCOT). The project will be implemented over four years and provide assistance to local level authorities in the delivery of land tenure services under the village land laws and acts of Tanzania. The LTA commenced in December 2015, and as of May 2016 has established operations in Iringa District and completed significant inception activities.

The LTA has three objectives:

1. Assist villages in completing the land use planning process and delivering Certificate Customary Rights of Occupancy (CCROs) through the use of open source mobile technology (Mobile Application for Secure Tenure MAST);
2. Build capacities of village and district land governance institutions, and individual villagers, to complete land use planning and the process of issuance of CCROs to village land owners and to effectively manage land resources, respect women's land rights and build agriculture-related skills in land use optimization and valuation, business, entrepreneurship and negotiation through education and awareness raising activities; and
3. Raise awareness of the MAST technology within the GOT, civil society, academia and private sector, with the goal of increasing uptake of the MAST technology on a national level.

The work will be undertaken through four activities:

Activity 1: Assist villages and District administrations in completing the land use planning process and delivering CCROs in select districts and villages

Activity 2: Educate and build capacity of village land governance institutions and individual villagers to complete the land use planning and CCRO process, effectively manage land resources, respect women's, youth and pastoralist's land rights and build agriculture-related business skills.

Activity 3: Educate and build capacity of district-level land governance institutions in Mbeya

Region to complete the land use planning and CCRO process, effectively manage land resources, respect women's, youth and pastoralist's land rights and build agriculture- related business skills.

Activity 4: Build capacity to use the MAST application throughout the SAGCOT and Nationally

LTA COMMUNICATIONS PLAN OBJECTIVES

The LTA Communication Plan has been designed to achieve multiple objectives through a targeted and phased approach which addresses a diverse range of stakeholders. The LTA Communications Plan has grouped these into primary, secondary and tertiary stakeholders. This grouping defines the type, scope and method of delivery for key messages that support the achievement of LTA objectives within each stakeholder group and proposes innovative, participatory communication tools to effectively convey these key messages throughout project implementation.

The objectives of the LTA Communications Plan are:

A) Build stakeholder awareness, engagement and buy-in regarding the process and benefits of effective well managed land administration particularly from Government of Tanzania at all levels, and from all stakeholder groups to ensure sustainability

B) Promote public education and awareness about land tenure and property rights, with a special focus on women, youth, and other vulnerable groups

C) Develop capacity of Tanzanian communities in more effective land utilization skills, to maximize the benefits of land registration through improved capacity for investment, negotiation and transactions for access to land.

D) Disseminate information about project activities and results to all stakeholder groups with interests in further development and roll-out, including information required for USAID monitoring and reporting

E) Develop effective scalable communications materials and models and provide training to stakeholders in such a way that ensures sustainability (ownership, affordability, adaptability)

F) Across all objectives, ensure awareness that LTA support is made possible by Feed the Future and USAID, and is "From the American People"

LTA COMMUNICATIONS PLAN

OVERVIEW

The LTA Communications Plan presented below includes the Communications Strategy, the Communications Model, and an in-depth description of LTA Key Messages and Communications Tools that will be used to target LTA stakeholders.

These three sections proceed from the general to the specific in describing how LTA anticipates communications and related messages will evolve and be delivered to achieve project objectives and ultimately public and government buy-in and acceptance. The LTA Communications Plan will

be implemented according to work plans and tasks described in the LTA Inception Report and future Annual Work Plans. Communication on several fronts is a cross cutting issue, impacting on all aspects of project implementation and longer term sustainability.

The LTA Communications Strategy sets out the framework for ensuring that all project communications support the phased implementation approach and achievement of LTA objectives. The Strategy aims to ensures that the right messages will be communicated at the right time to diverse stakeholders at Village, District, and National levels.   The Strategy, encapsulated in the expression "Start Small, Think Big", presents the conceptual basis for the phased implementation approach to the LTA generally, and of the Communications Plan specifically.

The LTA Communications Model outlines the implementation approach for LTA with regard to the type and intensity of LTA communications for the range of diverse stakeholder groups. It also highlights how Tanzanian stakeholders will progressively assume leadership in project communications as they take ownership of the roll out and scaling up of the LTA land registration process. At each phase of project implementation, all stakeholders will receive the most relevant messages for their needs, presented through innovative, participatory communication tools, delivered at the appropriate time to ensure maximum engagement and attention.

The LTA Key Messages and Communication Tools presents a detailed description of how LTA will deliver the right messages to key stakeholders at each phase of project implementation. Key messages will continue to be developed through the Stakeholder Analysis presented in the LTA Inception Report, through reference to successful land registration projects in other African countries (Rwanda, Namibia, Ethiopia), and through interviews and discussions with key stakeholders including USAID Tanzania and reference to the experience of the Mobile Application to Secure Tenure (MAST) pilot project. Communication materials will be produced in English, Swahili and as appropriate in additional local languages.

The LTA Branding and Marking Plan will be followed in the creation and dissemination of all communication tools. LTA will use full branding and the Feed the Future and USAID taglines ("the U.S. Government's global hunger and food security initiative" and "from the American people" respectively) on all materials and communications. Co-branding and no branding will only be considered on a case-by-case basis as considered appropriate by the Contracting Officer (CO). All activities will include both the Feed the Future and USAID logos. DAI will position LTA as a USAID program under the Feed the Future initiative with a high level of visibility in most of its activities, at both the national and sub-national levels; emphasizing the message that assistance is part of the Feed the Future initiative and "from the American people" through USAID. Branding and marking decisions will be made in consultation with the USAID/Tanzania Development Outreach and Communications (DOC) officer(s).

The LTA Sustainability Plans will include consideration of communications materials, tools and skills. LTA will ensure that development of communication materials, tools, skills and best practice in communication and dissemination are optimized and documented in such a way that theycan

be progressively scaled up and continue to be used by key stakeholders after LTA has closed. More specifically LTA will design communication and outreach tools to meet local ownership, affordability, and adaptability requirements.

LTA COMMUNICATIONS STRATEGY – START SMALL, THINK BIG

The LTA Communications Strategy is encapsulated in the simple expression "Start Small, Think Big", often used by Christopher Paresi a well-established trainer and developer in land administration systems and procedures in large-scale land registration activities and projects in Africa.

Successful, scalable, cost effective land registration processes are generally best developed from land users' perspectives through careful design and management and field procedures that meet their needs. These initiatives generally "Start Small" and progress through stages of gradual streamlining of procedures and processes; reductions in time and cost; and increasing local capacity, public understanding, and ownership. The implementation methodologies are gradually adapted to local conditions through experience and testing of appropriate land registration protocols and methods for community engagement, training and capacity building for land administration and data management - including the design and use of technology such as MAST. While initiatives generally begin at small scale the primary emphasis is on scalability, ease of adoption, and cost effectiveness. This is maintained and managed to ensure sustainability and potential for national implementation – "Thinking Big". The engagement of district, regional and eventually national stakeholders will therefore be grounded in the demonstrable success of the LTA land registration processes, providing a credible system that can enable Tanzania to scale up.

While project-led piloting and ongoing development are essential in the initial phases, national government leadership, ownership, and ongoing monitoring is mandatory if the methods, systems and procedures are to be adopted for systematic national mass registration. Therefore, while developing the land registration process from the ground up, stakeholders at the district, regional and national level must be progressively engaged to promote ownership, commitment and realization of the potential for, and likely impacts of scaling up the process nationally. In Tanzania, this is particularly relevant and timely for those engaged in land administration at all levels who are trying to achieve the Big Results Now target of registering 10 million parcels by 2018.

Primary, Secondary and Tertiary Stakeholders

The stakeholder analysis presented in the LTA Inception Report provides detail on the interests of each stakeholder and their relevance for LTA planning and implementation. Identification of key primary stakeholders and their interests is critical to the design of LTA's Communications Strategy as this targets those groups who will be directly participating in, and be impacted by the early work. Primary stakeholders are the principal beneficiaries and those closely related to the beneficiaries who will be involved in direct implementation of LTA activities. This includes the village communities, village and district authorities and USAID/Feed the Future donors.

Secondary stakeholders include regional and national government agencies that will be, at least initially, less heavily engaged in LTA Activities, but who will influence policy and work programs throughout the project period. Tertiary stakeholders would include those with related interests but less or only periodic engagement with LTA.

For all of these groups there is a need to ensure inclusivity in the LTA project through deployment of different approaches and strategies at various stages in the overall project development and beyond. This requires establishment of open communications and information development strategies between land users and the general public, District Authorities and Government on the one hand, and the wider groups of NGOs/CSOs and CBOs on the other to promote the work and messages of the LTA in Tanzania.

As the work progresses all stakeholders will have free and open access to all media materials and communication methods, as well as progress reports, formal and informal briefings and workshops. This would have the following general objectives:
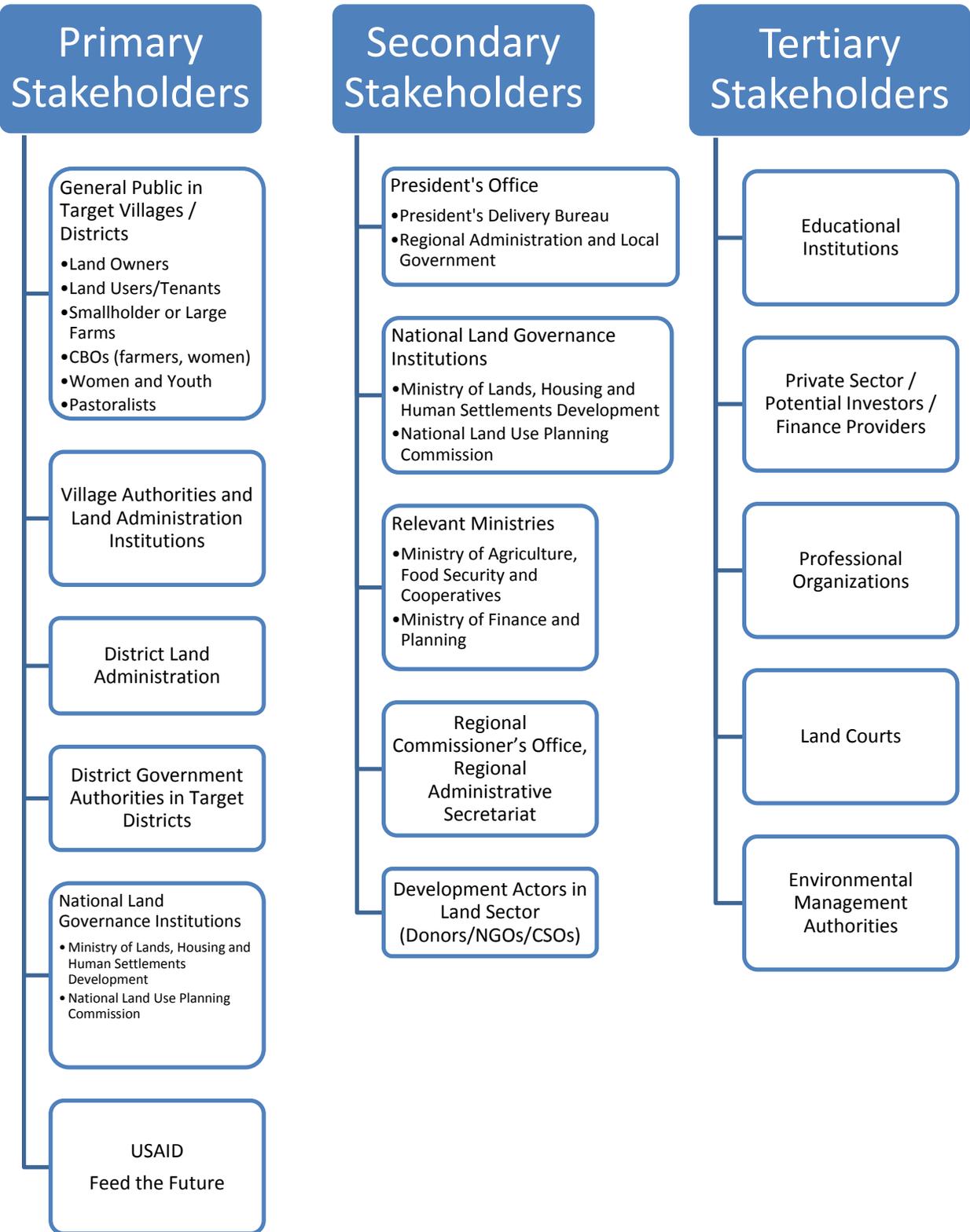
- to build and strengthen the social infrastructure and awareness of the land laws and their potential benefits including:
  o land tenure security for land holders
  o improved opportunities for investment and implementation of large scale land investments
  o improved security and empowerment for women, youth and other vulnerable populations
  o improved citizen engagement in local governance
- to ensure land tenure security of small farmers and through their active participation
- to develop and optimize the use of land in order to increase the farmers' income
- to improve the awareness of the land law, its implementing policies and guidelines through lessons extracted from field experience
- to increase awareness of the LTA and its role in all of these objectives

The project will work with District Authorities to generate respect for and adherence to a defined and agreed stakeholder consultation framework and a set of protocols. This will evolve over time to:
- Raise stakeholder awareness about the progress and issues. In particular, as LTA works with District authorities to scale up land registration activities, support will be provided to the Regional Administrative Secretary, District Executive Officer, and District Director of Lands to express a clear District wide plans and timelines for village registrations. Simultaneously, capacity building for District Lands Office staff will enable efficient processing of CCROs for individual landowners throughout the District who choose to independently pursue registration. Capacity building will include support to the District Land Office on communication tools targeting the general public about how to initiate independent registrations.

– Exchange information and views that may benefit the process further, particularly from land user groups
– Provide information that will allow donors to review the issues and provide support where required
– To ensure full coordination with and between all stakeholder groups

The chart below presents an overview of LTA's primary, secondary and tertiary stakeholders. In the interests of streamlining the Communications Plan and facilitating a meaningful review by USAID and other stakeholders, this document may not address every stakeholder in every section. However, LTA internal communications planning and implementation will ensure engagement of all primary, secondary, and tertiary stakeholders.

Primary Stakeholders

General Public in Target Villages / Districts
- Land Owners
- Land Users/Tenants
- Smallholder or Large Farms
- CBOs (farmers, women)
- Women and Youth
- Pastoralists

Village Authorities and Land Administration Institutions

District Land Administration

District Government Authorities in Target Districts

National Land Governance Institutions
- Ministry of Lands, Housing and Human Settlements Development
- National Land Use Planning Commission

USAID Feed the Future

Secondary Stakeholders

President's Office
- President's Delivery Bureau
- Regional Administration and Local Government

National Land Governance Institutions
- Ministry of Lands, Housing and Human Settlements Development
- National Land Use Planning Commission

Relevant Ministries
- Ministry of Agriculture, Food Security and Cooperatives
- Ministry of Finance and Planning

Regional Commissioner's Office, Regional Administrative Secretariat

Development Actors in Land Sector (Donors/NGOs/CSOs)

Tertiary Stakeholders

Educational Institutions

Private Sector / Potential Investors / Finance Providers

Professional Organizations

Land Courts

Environmental Management Authorities

LTA Communications Strategy by Project Phase

LTA will be implemented in three overlapping phases, moving from the initial implementation in Iringa District, to roll out of the LTA land registration process in Mbeya district, to the promotion and support for implementation of the LTA process within SAGCOT and nationwide. These phases coincide generally with the four LTA Activities and with LTA project years.

These phases are relevant for identifying both the specific stakeholders and the timing of messages for communications at each phase. The LTA Communications Strategy will, over time be planned and customized across these phases. Each phase corresponds to the LTA Activities and project timeline as follows:

PHASE ONE Activity One and Two Year One Completion of the MAST Pilots leading to further development in preparation for scaling up of LTA Land Registration Processes in Iringa District	PHASE TWO Activity Two and Three Year Two and Three Successful, Replicable LTA Land Registration Process Rolled Out in Additional Villages in Iringa, leading to further work in Mbeya District	PHASE THREE Activity Four Year Three and Four Scalable, Cost Effective LTA Land Registration Process Promoted in SAGCOT and Nationwide
Emphasis on building replicable models (procedures and processes including MAST applications and related procedures) through activities in target villages and development of Iringa District Land Administration facilities and services. Experience and testing of streamlined land registration protocols, methods for community engagement and training, demarcation and adjudication and capacity building for land administration and data management/processing, and the design and use of technology such as MAST.	Replicable model is rolled out by LTA in Iringa District with Village and District leaders and communities taking a significant role. Procedures and supporting technology are fine-tuned, and credible information for establishing costs and resources needed for scaling up is obtained and analyzed. As implementation proceeds, District land administration stakeholders and government authorities take increasing leadership/ownership, and plans for the LTA land registration process to be expanded beyond the LTA target villages are put in place.	SAGCOT and national leaders are familiarized and trained on the costs and methods for scaling up land registration, specifically MAST / TRUST. SAGCOT and national government increasingly support and promote the implementation of the LTA land registration procedures and processes. Increased awareness of the potential for and benefits of large scale land registration among universities, NGOs, private sector firms, business associations and others leads to greater engagement and advocacy.

The principal components of the LTA Communications Strategy that will support the achievement of objectives in each of these phases are detailed in the following table:

LTA Communications Strategy – Principal Components			
Phase	**Strategic Activities**	**Communication Tools**	**Main Target Audiences**
PHASE ONE LTA Land Registration Process developed in Iringa District	• Procedural design and refinement • LTA implementation and training in target villages • Engagement and training of District Land Administration staff • Introduction of project and gaining buy in of District and Regional Authorities	• Introductory and briefing materials • Community meetings and forums • Training materials/methods of dissemination for Village communities and village land administration bodies • Poster, comics, flyers, banners, community theatre, radio • Training materials for District Land Administration	• **General public and village leaders in target villages** • **District Land Administration Iringa** • District and Regional government in target districts
PHASE TWO Successful, Replicable LTA Land Registration Process Rolled Out in Iringa and Mbeya Districts	• Cascading training model to enable roll out of LTA land registration model through peer-to-peer capacity building and implementation • District Land Administrations master management of LTA land registration system and accelerate roll out in non -target villages • Engagement by District and Regional Authorities in promoting roll out throughout target Districts • Introduction and promotion of LTA District level success to other District and National authorities	Continued as above plus: • Training of Trainers • Peer-to-peer, village-to-village communications and extension • In-depth briefings and advocacy with District and Regional Authorities • Local promotion campaigns using traditional and social media • District wide training and public promotion events including use of theatre, dance, music, art in "festival" type events • Success stories and field visits for National Authorities • Coordination through the Iringa Hub to engage and assist complementary activities in disseminating LTA messages	• General public and village leaders in target and non-target villages • **District Land Administration in target Districts** • **District and Regional government in target districts** • National Government and Stakeholders • Universities with land programs
PHASE THREE	• Education and awareness raising at national level regarding LTA land registration process, costing, and implementation strategy	• National workshops • Document and disseminate results and research	• District Land Administration in SAGCOT • **District and Regional Government in SAGCOT**

| Scalable, Cost Effective LTA Land Registration Process Promoted in SAGCOT and Nationwide | ▪ Engagement of District and Regional Authorities in promoting LTA registration process
▪ Cross-visits and field visits from non-target Districts and National stakeholders | ▪ Advocacy by District authorities, private sector, NGOs/CSOs, etc.
▪ National traditional and social media campaign promoting LTA land registration process | ▪ **National Government and Stakeholders**
▪ Donors with strong interest in land sector and developing further support programs to expand activities nationally
▪ Universities with land programs
▪ NGO community |

LTA COMMUNICATIONS MODEL

The implementation of the LTA Communications Model follows the start small, think big strategy. It describes how the stakeholders at Village, District, Regional and National levels will be targeted with innovative, participatory communications tools that deliver key messages at appropriate times to ensure that the ongoing development and promotion of the LTA land registration process is always grounded in demonstrable and scalable models that can be successfully extended.

The LTA Communications Model includes regular scheduled delivery of project communications on activities and results of the LTA. These are described in the LTA contract and are primarily targeted to USAID. However, these communications will also be customized as appropriate and used for briefing and updating to Tanzanian stakeholders.

REGULAR PROJECT COMMUNICATIONS (to be supplemented with phased and targeted project communications)	
STAKEHOLDERS	**COMMUNICATIONS**
USAID	Monthly, Quarterly and Annual Reports (including monitoring and evaluation reporting) Success Stories Sustainability Plans Bi-Annual Donor Coordination Report Quarterly Newsletter Final Report
District Land Administrations in Target Districts	Summary of Quarterly and Annual Reports (including monitoring and evaluation reporting, removing financial data) Streamlined monthly updates on village activities Sustainability Plans Quarterly Newsletter In-person briefings and coordination Final Report
Village Councils and Leaders in Target Villages	Quarterly Newsletter
Relevant GOT stakeholders (RAS, DED, MLHHSD, NLUPC)	Quarterly Newsletter Bi-Annual Donor Coordination Report
Relevant donor and NGO organizations (ODI (DFID) Land Tenure Support Program, WB PSCP-AF, Haki Ardhi, etc.)	Newsletters Bi-Annual Donor Coordination Report In-person briefings and coordination

The LTA Project Newsletter will include succinct summaries of the Quarterly and Annual Reports, as well as highlighting specific project activities and results and successes in a visually appealing and simple to read format.

Phased and Targeted Project Communications

The development and use of unique communication tools used to deliver targeted key messages for specific stakeholders is a key component on the LTA strategy through the three project phases. The type and intensity of LTA communications with each stakeholder group will evolve throughout the three phases of project implementation. Initiatives during each phase, summarized above, are described here in more detail. The LTA Communications Model table then explains how the communication tools and the engagement of targeted stakeholders will be adapted to the three phases.

It must be emphasized that this document has been prepared in advance of actual field activity and it is likely that changing and developing situations will require flexibility in approach as the work progresses. This is a largely iterative process drawing on experience from elsewhere in Tanzania and other countries. Details presented below are therefore only preliminary at this stage in the project.

Phase One: LTA Land Registration Process Developed in Iringa District

The LTA land registration process will be piloted and developed through LTA support for the completion of the MAST pilot in Kitayawa and implementation in the initial six target villages under the LTA. Successful additional development of work completed by MAST and roll out to an additional six villages will aim to build confidence and engagement of Village, Ward and District Land Administration stakeholders and communities.

These early activities will go beyond the MAST pilot focus on technology to ensure that packaged and streamlined public outreach can be an effective entry point to the land registration procedures and protocols, training, and capacity building for land administration and data management. Designs and methods used will need to be replicable, scalable and cost effective. This will include the "MAST 2.0" revision and the addition of the TRUST technology that enables not only the first registration of land rights in the field using MAST, but the on-going processing and registration and post registration land transactions and maintenance of the registry using TRUST.

Phase Two: Successful, Replicable LTA Land Registration Process Rolled Out in Iringa and Mbeya Districts

Proven, replicable land registration procedures and processes both in the field and village and district offices with supporting technologies will provide the basis for intensifying LTA communications and engagement at the District and Regional levels. LTA communications will therefore be grounded in demonstrably successful models. Engaged Village and District stakeholders will be in the forefront, sharing their experience and enthusiasm for the land registration process and will be key agents for extension and expansion of land registration activity. Communication tools that achieve public awareness and education, District/Regional

land administration technical training and participation, and District/Regional government support and promotion will be carefully packaged and costed to facilitate the Tanzanian-led roll out of the LTA registration process in target Districts (Iringa and Mbeya). Processes and technology will continue to be fine-tuned, and credible information for establishing the costs and resources needed for scaling up will be obtained and progressively analysed. Simultaneously, LTA will begin incorporating more exposure and promotion for national stakeholders to the successful activities in the target districts.

Phase Three: Scalable, Cost Effective LTA Land Registration Process Promoted in SAGCOT and Nationwide

The completed packages of proven, replicable, scalable and cost effective communication materials and information on land registration processes and technologies will be ready for higher profile presentation and promotion throughout SAGCOT and at the National level. Cross-learning within SAGCOT districts, field visits by national authorities, and a communications campaign will familiarize key stakeholders and the public with the LTA land registration process and MAST. An interactive "dummy version" of MAST will be made available so that land administration officials nationwide can download and experience "MAST in action". Use of this dummy version will be a key aspect of all LTA activities aimed at promoting expanded adoption of the LTA land registration process and MAST/TRUST. National workshops will present information on costs and resources required for the implementation of the LTA land registration process and encourage its adoption within SAGCOT and nationally. LTA will support educational institutions to identify and respond to the demand generated for new skills in land administration and to develop relevant curriculum. Technical training on the LTA registration process and MAST will be provided on a demand-driven basis for non-target districts.

It is important to note that while the LTA contract calls for building capacity to use MAST in SAGCOT and nationwide, LTA recognizes that the successful scale-up of the FTF and USAID supported land registration process is more comprehensive than simply the use of the MAST software. The process will incorporate streamlined land registration procedures and, methods for community engagement, participation and training, improved capacity for land administration and data management at the District level, as well as the use of MAST. Therefore, throughout this communications plan, Phase Three (Activity 4) refers to the "LTA land registration process" holistically rather than to MAST only.

	LTA COMMUNICATIONS MODEL BY PROJECT PHASE		
Stakeholders	**Phase One** **LTA Land Registration Process Developed in Iringa District** **Communication Tools**	**Phase Two** **Successful, Replicable LTA Land Registration Process Rolled Out in Iringa and Mbeya Districts** **Communication Tools**	**Phase Three** **Scalable, Cost Effective LTA Land Registration Process Promoted in SAGCOT and Nationwide** **Communication Tools**
Public in Target Villages	Community Meetings and Forums Posters, banners, flyers, comics, booklets, large display community maps Community Theater CCRO Issuance Ceremonies	Village-to-Village, Peer-to-Peer Communications and Extension using packaged nuanced messages for simple efficient delivery Ceremonies and Public Events	Continued from Phase two
Ward and Village Leadership and Land Administration Institutions (including para-surveyors and community outreach workers)	Information packages for Ward Councilors Training curriculum, visual aids, handouts Interactive role play trainings including iMAST mapping demonstrations Stakeholder consultations with LTA staff	Ward and Village cross-visits and peer-to-peer training District wide training and public events Stakeholder consultations with District staff Ceremonies and public events	Continued from Phase two
District Land Administration	Training curriculum, visual aids, handouts Observation and participation in increased village level outreach and communications Monthly status updates combined with LTA	Regular briefings and full participation and engagement of the District and Regional Authorities in activities Focus group discussions on specific topics. Traditional and Social Media Campaigns District technical workshops	Participation in national workshops and events Communications for advocacy

Stakeholders	Phase One LTA Land Registration Process Developed in Iringa District Communication Tools	Phase Two Successful, Replicable LTA Land Registration Process Rolled Out in Iringa and Mbeya Districts Communication Tools	Phase Three Scalable, Cost Effective LTA Land Registration Process Promoted in SAGCOT and Nationwide Communication Tools
	LTA COMMUNICATIONS MODEL BY PROJECT PHASE		
		District tours by political and lands administration leaders District Lands Staff take lead in new villages as systems develop LTA Project Newsletter Milestone Workshops	
District Government	Introduction to project	Regular briefings with the District and Regional Authorities Traditional and social media campaigns Speeches and District tours by political and lands administration leaders LTA Project Newsletter Milestone Workshops	Participation in national workshops and events Communications for advocacy
General Public at District Level	Not Applicable	Radio, TV, newspaper and social media campaigns Theater, art, music, festival events Speeches and District tours by political and lands administration leaders	Continued from Phase two
MLHHSD NLUPC	Introduction to project	In-depth briefings on project results	SAGCOT/National workshops on LTA land registration process as scalable

	LTA COMMUNICATIONS MODEL BY PROJECT PHASE		
Stakeholders	Phase One LTA Land Registration Process Developed in Iringa District Communication Tools	Phase Two Successful, Replicable LTA Land Registration Process Rolled Out in Iringa and Mbeya Districts Communication Tools	Phase Three Scalable, Cost Effective LTA Land Registration Process Promoted in SAGCOT and Nationwide Communication Tools
		In-depth technical briefings on LTA improved land administration processes and MAST Participation in District and Village events	model, including costing and implementation models National communications campaign promoting LTA land registration process and MAST SAGCOT Region and District governments communicate directives to prioritize LTA Land Registration Process
President's Delivery Bureau	Not Applicable	LTA Project Newsletter Participation in in-depth briefings on project results	Participation in National Workshops (see MLHHSD above) Participation in national communications campaign promoting LTA land registration process and MAST to attain Big Results Now targets.
President Office- Regional Administration and Local Government(PO-RALG)	N/A	Project Briefing LTA Project Newsletter District and Village events showcasing local government capacity	Participation in National Workshops and in-depth briefings (see MLHHSD above) and national communications campaign PO-RALG communications to Regional and Local governments

	LTA COMMUNICATIONS MODEL BY PROJECT PHASE		
Stakeholders	**Phase One** **LTA Land Registration Process Developed in Iringa District** **Communication Tools**	**Phase Two** **Successful, Replicable LTA Land Registration Process Rolled Out in Iringa and Mbeya Districts** **Communication Tools**	**Phase Three** **Scalable, Cost Effective LTA Land Registration Process Promoted in SAGCOT and Nationwide** **Communication Tools**
			regarding priority to implement LTA registration process and MAST
Regional Commissioner's Office, Regional Administrative Secretariat	Introduction to project	Regular briefings with the District and Regional Authorities LTA Project Newsletter Milestone Workshops	Participation in National Workshops and in-depth briefings (see MLHHSD above) and national communications campaign Speeches and SAGCOT region tours by political and lands administration leaders Traditional and social media campaigns in SAGCOT SAGCOT Region governments communicate directives to prioritize LTA Land Registration Process
NGOs and CSOs (National, District and Local)	Project Introduction	Partner with trusted NGOs/CSOs to build relationships in rural communities Joint communications to take advantage of synergies and implement collaborative activities	Participation in SAGCOT/national communications campaign promoting LTA land registration process and use of MAST Communications for advocacy
Private Sector / Finance Providers / Potential Investors	N/A	District workshops, trainings and events Consultations with significant private sector actors	Facilitate private sector engagement in advocacy for national scale up of land registration

	LTA COMMUNICATIONS MODEL BY PROJECT PHASE		
Stakeholders	**Phase One** **LTA Land Registration Process Developed in Iringa District** **Communication Tools**	**Phase Two** **Successful, Replicable LTA Land Registration Process Rolled Out in Iringa and Mbeya Districts** **Communication Tools**	**Phase Three** **Scalable, Cost Effective LTA Land Registration Process Promoted in SAGCOT and Nationwide** **Communication Tools**
Professional Organizations		Technical information and training for use of LTA land registration process	National communications campaign includes focus on job/business opportunities in land administration

The LTA Communications Model is designed to improve awareness and understanding of both the LTA project, the LTA land registration process and use of MAST/TRUST, and the Tanzanian land registration and administration system. It will promote greater engagement and participation at all levels from the general public to the national government. High level outcomes for each stakeholder group are summarized in the table below. The following section (LTA Key Messages and Communication Tools) provides detailed descriptions of nuanced outcomes for more finely segmented stakeholder groups.

COMMUNICATION MODEL OUTCOMES	
Stakeholder Group	Desired Outcome
Public in Target Villages	Strong understanding of the benefits of land registration and land registration processes results in: • high levels of active participation in participatory mapping, adjudication, dispute resolution, and completion and collection of

	CCROs; as well as in trainings on business skills and methods of maximizing benefits of secure land tenure. • Improved equity, security and empowerment for women, youth and other vulnerable populations • On-going use of proper land registration processes for future transactions • Increased investment in land use that generates sustainable economic returns
Ward and Village Leadership and Land Administration Institutions (including para-surveyors and community outreach workers)	Strong knowledge and understanding of land administration system and land registration processes including MAST/TRUST result in efficient completion of first registration (issuance of CCROs) and on-going implementation of proper land registration processes for future transactions. Ward and Village leadership support further activities that enable villagers to maximize benefits of secure land tenure (engagement in economic development activities, facilitation of investment partnerships, etc.)
District Land Administration	Strong knowledge and understanding of land administration system and land registration processes including MAST/TRUST result in efficient completion of first registration (issuance of CCROs) and on-going implementation of proper land registration processes for future transactions. Knowledge and understanding of importance of District wide land registration and the costs for scaling up, along with improved advocacy skills, enable Land Administration to plan and secure adequate budget to scale up activities. Enthusiasm, engagement and ownership of improved land administration processes and technology drive District Land Administration staff to rapidly scale up land registration activities to additional villages

	District Land Administration provides strong advocacy and promotion of the LTA land registration process and MAST/TRUST within SAGCOT and at the national level.
District Government Regional Commissioner's Office, Regional Administrative Secretariat	Knowledge and understanding of importance of District/Regional land registration and the costs for scaling up, along with improved advocacy skills, enable District/Regional Government to secure adequate budget for land administration. Enthusiasm, engagement and ownership of improved land administration results in strong support from senior leadership for scaling up land registration across the District/Region. District/Regional Government leadership provides strong advocacy and promotion of the LTA land registration process and MAST/TRUST within SAGCOT and at the national level.
General Public at District Level	Broad understanding of the benefits of land registration and land registration processes results in increased demand for land administration services and (when District Land Administration is ready to provide those services) in high levels of active participation in participatory mapping, adjudication, dispute resolution, and completion and collection of CCROs.
MLHHSD NLUPC	Strong knowledge and understanding of improved land registration processes including MAST/TRUST result in support for national scaling up
President's Delivery Bureau	Strong knowledge and understanding of improved land registration processes including MAST/TRUST result in support for national scaling up
President Office-Regional Administration and Local Government(PO-RALG)	Knowledge and understanding of importance of District/Regional land registration and the costs for scaling up result in support for adequate

	budget allocation for land administration in LTA target Districts and, in future, nationwide.
NGOs and CSOs (National, District and Local)	Strong knowledge and understanding of benefits of land registration, and improved land registration processes including MAST/TRUST result in: • support for scaling up, including advocacy for budget allocation • leveraging/building community partnerships supporting engagement in land registration • leveraging/building community partnerships providing other support services (business skills, women's rights, etc.) to enable villagers to maximize benefits of secure land tenure.
Private Sector / Finance Providers / Potential Investors Professional Organizations	Strong knowledge and understanding of benefits of land registration, and improved land registration processes including MAST/TRUST result in: • support for scaling up, including advocacy for budget allocation • increased interest in investment and other financial services in villages with successful land registration • increased interest in responsible investment models and community consultation/engagement

LTA KEY MESSAGES AND COMMUNICATION TOOLS

Earlier sections above focused on the *who* and *when* of the LTA Communications Strategy and Model, and the desired outcomes for each stakeholder group. The Key Messages and Communications Tools add the crucial information of *what* will be communicated and *how* it will be communicated in order to attain the desired outcomes. Key Messages and Communication Tools are presented in in tabular form below. This provides a more detailed description of how LTA will deliver key messages to the stakeholder groups at each phase of project implementation

As described above, the type and intensity of LTA Communication Tools with each stakeholder group will evolve during the three phases of project implementation. The LTA Key Messages and Communications Tools table uses the same color coding (see below) as the tables above, to indicate the phased approach to use and application of LTA Communications Tools. Where no color coding is used, it is assumed that communication tools will be similar throughout the project.

Phase One
LTA Land Registration Process Developed in Iringa District
Phase Two
Successful, Replicable LTA Land Registration Process Rolled Out in Iringa and Mbeya Districts
Phase Three
Scalable, Cost Effective LTA Land Registration Process Promoted in SAGCOT and Nationwide

LTA KEY MESSAGES AND COMMUNICATION TOOLS		
STAKEHOLDERS	**KEY MESSAGES**	**COMMUNICATION TOOLS/OPTIONS**
<u>PRIMARY STAKEHOLDERS</u>		
General Public in Target Villages	Targeting Land Rights: ■ Awareness and understanding of Tanzanian land laws and land administration ■ Awareness and understanding of the rights, obligations and benefits of formal registration and post registration maintenance and procedures ■ Awareness and understanding of how to exercise land rights to generate sustainable economic returns ■ Awareness and understanding of the importance of including and empowering women, youth and other vulnerable groups to promote equity in land rights and ownership Targeting LTA Activity: ■ Awareness and understanding of the LTA project purpose and objectives ■ Awareness and understanding of the LTA land registration process and related procedures at village and district levels ■ Promoting participation in LTA land registration activities ■ Awareness that support is provided by Feed the Future and USAID, and is From the American People	■ High profile community meetings (including village and hamlet levels) with participation of District and Village land authorities ■ Widely distributed visual materials such as banners, posters, comics, booklets, and flyers addressing both literate and illiterate community members ■ Community theatre ■ Community gatherings at hamlet level for more interactive discussions ■ CCRO Issuance Ceremonies (press coverage) ■ Emphasis shifts away from LTA staff to peer-to -peer communications among villagers, cross-visits between villages, etc. ■ District staff take over delivery of communications in new villages ■ National communications promote broad public awareness of LTA developed registration processes and benefits of land registration to village land owners ■ LTA Closing Ceremony
The following General Public sub-groups will receive additional targeted communications		
Local Land Owners (customary village land users, granted land users) *Smallholder Farmers (may be further divided according to activity or size)*	■ Instruction in how to ensure first registration of their land and carry out land transactions ■ Promotion of the importance of dispute resolution if possible prior to beginning LTA land registration process ■ Awareness and understanding of how formal registration will promote more dynamic land market ■ Awareness and understanding of how to exercise rights to generate sustainable economic returns ■ Understanding of process for future land transactions ■ Understanding of potential and risks of using newly registered land as collateral for agriculture finance ■	■ Posters, comics, booklets and flyers with detailed information on LTA land registration process used as the basis for small group discussions ■ Hamlet level interactive training sessions with role play ■ Business skills, entrepreneurship, negotiation and land use optimization and valuation trainings ■ Individual discussions with well-trained LTA staff and MAST users during demarcation and adjudication

LTA KEY MESSAGES AND COMMUNICATION TOOLS		
STAKEHOLDERS	**KEY MESSAGES**	**COMMUNICATION TOOLS/OPTIONS**
Land Users and Tenants	- Understanding options for securing access to land where there are weak or no customary or formal rights - Understanding how formalising CCROs for land lords may impact access to land for land users and tenants - Promotion of participation in Village land administration to ensure interests of land users and tenants are included - Promotion of gender equity in the registration process. - How to resolve/reduce the number of disputes – inter and intra family	- Forums with land users, tenants, and landlords to openly discuss issues - Targeted information brochures and flyers - Specialist meetings with specific land user groups or vulnerable groups (such as women) where required to strengthen awareness and promote equitable systems
Pastoralists	- Understanding options for securing access to common grazing rights and freedom of passage between grazing areas - Instruction in process for securing rights - Training in skills and process for dispute resolution with sedentary farmers - Promotion of participation in Village land administration especially VLUP to ensure interests of pastoralists are included - Understanding need for localised protocols/dispute resolution mechanisms to be put in place through the land administration process	- Forums with pastoralists and villagers impacted by their activities to openly discuss issues - Training curriculum for pastoralist leaders on transhumant land rights and securing land access to the commons - Interactive training sessions with role play on dispute resolution
Large Scale Farm Owners	- Strengthening relationships with customary land owners and surrounding farms - Understanding process for clarifying relationships with surrounding villages - Importance of responsible investment models and community consultation/engagement	- Where relevant, one on one contacts - Briefing documents on land transfer procedures, and registration - Information on renting and leasing, and on responsible investment models and community consultation/engagement
Women	- Understanding and being empowered to exercise land rights - Promotion of women's participation in land administration bodies - Promotion of women's active presence during demarcation and adjudication - Nuanced messages for individual claimants, joint claimants, business owners, married women (inheritance), widows	- Female LTA staff lead communications to women - Key messages integrated into mixed and women-only groups - LTA collaborates with trusted women's groups to deliver messages - Women only forums / discussion groups

LTA KEY MESSAGES AND COMMUNICATION TOOLS		
STAKEHOLDERS	**KEY MESSAGES**	**COMMUNICATION TOOLS/OPTIONS**
		■ Materials that highlight women's participation via pictures, examples used, case studies, theatre roles, etc.) ■ LTA communicates demarcation/ adjudication schedule clearly to women and men, and ensures that the timing of activities facilitates women's participation ■ Business skills, entrepreneurship, negotiation and land use optimization and valuation trainings
Youth (under 35)	■ Understanding value of securing land tenure to improve economic opportunities in rural areas ■ Understanding process of land access for landless youth (see land users and tenants) ■ Understanding inheritance laws and processes ■ Role of the young in implementing technical solutions to land issues in their communities (use of MAST for demarcation and adjudication)	■ LTA collaborates with youth organizations to deliver key messages on land ■ Use of music, theatre, and art targeting younger (<35) community members ■ Business skills, entrepreneurship, negotiation and land use optimization and valuation trainings
Ward Council, Village Council, Village Assembly, Village Leaders and Village Land Administration Institutions (including para-surveyors and community members that support outreach and communication)	■ Technical knowledge of Tanzanian land laws and land administration ■ Understanding the institutions' roles and responsibilities in land administration ■ Promoting dispute resolution facilitated by village institutions ■ Understanding the institutions' responsibilities to ensure inclusion and equal treatment for women, pastoralists, youth and vulnerable groups in land administration ■ Technical knowledge of LTA land registration process and their roles and responsibilities in implementation ■ Constituents understanding of roles and responsibilities of their public sector institutions in land administration ■ Awareness that support is provided by Feed the Future and USAID, and is 'From the American People'. ■ Importance of maintaining the land information system, and recording transactions	■ Packaged training curriculum, visual aids and handouts for ease of dissemination ■ Interactive role play training for members of public institutions to effectively disseminate information to their constituents, and to facilitate dispute resolution ■ Inclusion of institution members in special interest forums with women, pastoralists, etc. ■ Posters and flyers displayed publicly depicting the roles and responsibilities of institutions ■ Regular stakeholder consultations at Ward and Village level to troubleshoot problems, clarify process and schedule, receive feedback and recommendations for improvement

LTA KEY MESSAGES AND COMMUNICATION TOOLS		
STAKEHOLDERS	**KEY MESSAGES**	**COMMUNICATION TOOLS/OPTIONS**
		■ CCRO Issuance Ceremonies (press coverage)
		■ Emphasis gradually shifts away from LTA and District staff to peer-to-peer (led by para-surveyors and community members that support outreach and communication) communications between village institutions, cross-visits, etc. ■ District Workshops on LTA land registration process as scalable model for target Districts ■ RAS and District Lands Office promote roll out of LTA land registration process in more villages ■ District Lands Office staff plan and implement delivery of communications in new villages with LTA support ■ LTA Project Newsletter
		■ SAGCOT regional government communications informing/instructing District and Village entities on priority for using LTA developed registration processes and timelines for scale up ■ LTA Closing Ceremony
District Land Administrations in Target Districts and SAGCOT	■ Awareness and understanding of the LTA project purpose and objectives ■ Deeper understanding of the rights, obligations and benefits of formal registration ■ Deeper understanding of how formal registration will promote more dynamic land market ■ Understanding the importance of administering future land transactions	■ Memorandum of Understanding ■ Training curriculum ■ Operating manuals for MAST ■ Procedure / workflow documentation with visual aids ■ Participation in public outreach and communications activities at Village level, including those targeting women, youth, pastoralists and vulnerable populations

LTA KEY MESSAGES AND COMMUNICATION TOOLS		
STAKEHOLDERS	**KEY MESSAGES**	**COMMUNICATION TOOLS/OPTIONS**
	■ Technical mastery of field registration processes and the ability to plan and implement registration in all areas using low cost procedures, including MAST and its role/use in more streamlined land administration procedures and processes including VLC, VLUP and CCRO completion and issuance, demarcation and adjudication, and dispute resolution ■ Understanding and improving capacity to assist Ward and Village institutions ■ Understanding the institutions' responsibilities to ensure inclusion and equal treatment for women, pastoralists, youth and vulnerable groups in land administration ■ Recognition of policy, legal and regulatory reforms needed to make the laws and secondary/tertiary regulations more effective and relevant to changing situations on the land and communication strategies for achieving reform ■ Importance of ensuring that District Land Administration and District Government leadership communicate clearly about plans and timelines for rolling out land registration, to manage village expectations as demand for land registration services increases ■ ■ Communication to general public throughout District about how individuals can independently proceed with land registration (if desired prior to District Land Administration providing mass land registration in respective village) ■ Awareness that support is provided by Feed the Future and USAID, and is 'From the American People'	■ Participation in CCRO Issuance Ceremony ■ Regular stakeholder consultations and focus group discussions on specific topics. ■ Summary of Quarterly and Annual Reports (including monitoring and evaluation reporting, removing financial data) ■ Streamlined monthly updates on village activities ■ District Workshop on LTA land registration process as scalable model for target Districts ■ District Lands Office promotes roll out of LTA land registration process in more villages ■ Greater use of media such as radio, newspapers and TV to reach broad public at District level ■ Announcements, speeches, district tours by District political and lands administration leaders ■ District Lands Office staff take over delivery of communications in new villages ■ LTA Project Newsletter ■ Milestone Workshops ■ National Workshop on LTA land registration process as scalable model for Tanzania ■ SAGCOT regional government communications informing/instructing District and Village entities on priority for using LTA developed registration processes and timelines for scale up ■ Handover of all LTA communication materials and tools for continued scale up ■ LTA Closing Ceremony and Final Report
District Government Authorities in Target Districts	■ Awareness of the LTA project purpose and objectives	■ Start-up briefing ■ Project Fact Sheet ■ Memorandum of Understanding

LTA KEY MESSAGES AND COMMUNICATION TOOLS		
STAKEHOLDERS	**KEY MESSAGES**	**COMMUNICATION TOOLS/OPTIONS**
	■ Support and promotion of rolling out LTA land registration procedures and processes and more effective lands administration in District and Villages ■ Establishing effective communication linkages with District Lands Administration to improve regulation and coordination of land-related development plans and projects in villages and townships ■ Recognition of policy, legal and regulatory reforms needed to make the laws more effective and communication strategies for achieving reform ■ Importance of ensuring that promotion of land registration does not create demand that outstrips District capacity to deliver ■ Regular information received from District Land Administration to allow monitoring of District and Village Councils performance	■ LTA Project Newsletter ■ Regular stakeholder consultations and focus group discussions on specific topics. ■ Participation in CCRO Issuance Ceremony ■ Participation in media campaigns ■ Announcements, speeches, district tours by District political and lands administration leaders ■ District Workshop on LTA land registration process as scalable model for target Districts ■ Milestone Workshops ■ National Workshop on LTA land registration process as scalable model for Tanzania ■ LTA Closing Ceremony and Final Report
General Public in Target Districts (Iringa, Mbeya)	■ Awareness of Tanzanian land laws and land administration ■ Awareness of the rights, obligations and benefits of formal registration ■ Awareness of the importance of including and empowering women and other vulnerable groups ■ Awareness of the LTA land registration process ■ Promoting participation in land registration activities ■ Awareness that support is provided by Feed the Future and USAID, and is From the American People	■ Limited communication until successful models are demonstrated ■ Media communications campaigns (radio, newspaper, TV, social media) ■ Theatre, art, music, festival type events ■ Announcements, speeches, district tours by District political and lands administration leaders ■ Regional and National communications also reach general public in target Districts
USAID / USG	■ Promotion of support provided by Feed the Future and USAID, and From the American People ■ Awareness and understanding of LTA project activities, results, and workplans	■ Monthly, Quarterly and Annual Reports (including monitoring and evaluation reporting) ■ Success Stories ■ Bi-Annual Donor Coordination Report

STAKEHOLDERS	KEY MESSAGES	COMMUNICATION TOOLS/OPTIONS
LTA KEY MESSAGES AND COMMUNICATION TOOLS		
	■ Awareness of how LTA improves Tanzanian food security through secure rural land titling process and sustainable land use planning process ■ Awareness of how LTA improves rural economic opportunities and investment ■ Awareness of how LTA ensures inclusive rights and opportunities for women, youth, pastoralists and vulnerable groups ■ Awareness of how LTA supports sustainable capacity development of Village, District and National land administration ■ Awareness of how LTA can link with other projects in order to multiply impacts ■ Awareness of coordination and synergies with other USAID activities, and other donor/NGO activities.	■ LTA Project Newsletter ■ Participation in CCRO Issuance Ceremony and other public events as appropriate ■ District Workshop on LTA land registration process as scalable model for target Districts ■ National Workshop on LTA land registration process as scalable model for Tanzania ■ Regular presentations at USAID/Tanzania Mission and Iringa USAID Hub ■ Handover of all LTA communication materials and tools ■ LTA Closing Ceremony and Final Report
SECONDARY STAKEHOLDERS		
Ministry of Lands, Housing and Human Settlements Development(MLHHSD) and National Land Use Planning Commission	■ Awareness of the LTA project purpose and objectives ■ Awareness that support is provided by Feed the Future and USAID, and is 'From the American People' ■ Awareness of how LTA engages decentralized land administration and supports sustainable capacity development of Village, District and National land administration ■ Awareness of how LTA supports land use planning and land dispute resolution ■ Awareness of how LTA can support attainment of BRN targets ■ Understanding of LTA land registration model and costing, compared to other / traditional methods ■ Understanding of vision and implementation potential for multi-District and eventually National roll out of LTA land registration model, including costing and resource planning ■ Recognition of policy, legal and regulatory reforms needed to make the laws more effective and communication strategies for achieving reform	■ Start-up briefing ■ Project Fact Sheet ■ Regular engagement through MOL POC ■ LTA Project Newsletter ■ Bi-annual reviews of government and donor work in the land tenure sector. ■ In-depth briefing on project results to date, jointly presented by District land administration and LTA. Focus on capacity development and contribution to BRN targets – supported by Power Point and short, well designed report ■ In-depth technical briefing led by District land administration and LTA on improved land administration processes and use of MAST ■ District Workshop on LTA land registration process as scalable model for target Districts ■ Participation in CCRO Issuance Ceremony

LTA KEY MESSAGES AND COMMUNICATION TOOLS		
STAKEHOLDERS	**KEY MESSAGES**	**COMMUNICATION TOOLS/OPTIONS**
		■ National Workshop on LTA land registration process as scalable model for Tanzania, including costing and implementation models ■ National government communications campaign (media, speeches) promoting LTA land registration process ■ National government communications informing/instructing District and Village entities on priority for using LTA developed registration processes and timelines for scale up ■ Handover of all LTA communication materials and tools for continued use by MLHHSD ■ LTA Closing Ceremony and Final Report
President Office, State House President's Delivery Bureau(PDB)	■ Awareness of the LTA project purpose and objectives ■ Awareness that support is provided by Feed the Future and USAID, and is 'From the American People' ■ Awareness of how LTA supports land use planning and land dispute resolution ■ Awareness of how LTA can support attainment of National Key Results Area (NKRA) of access to land and security of tenure, and to BRN targets (10 million CCROs by 2018) ■ Awareness of how LTA land administration process can improve land access for investors and increased incomes from agriculture ■ Awareness of importance of land tenure security and land registration, and importance of allocating funding towards this end.	■ Start-up briefing ■ Project Fact Sheet ■ LTA Project Newsletter ■ Participation in National Workshops and in-depth briefings (see MLHHSD above) ■ National government communications campaign (media, speeches) promoting LTA land registration process
President Office-Regional Administration and Local Government(PO-RALG)	■ Awareness of the LTA project purpose and objectives ■ Awareness of how LTA supports capacity building, empowerment and effectiveness of decentralized government institutions ■ Awareness that support is provided by Feed the Future and USAID, and is 'From the American People'	■ N/A ■ Project Briefing ■ LTA Project Newsletter ■ District and Village events showcasing local government capacity

LTA KEY MESSAGES AND COMMUNICATION TOOLS		
STAKEHOLDERS	**KEY MESSAGES**	**COMMUNICATION TOOLS/OPTIONS**
	■ Awareness of importance of land tenure security and land registration, and importance of allocating funding towards this end	■ Participation in National Workshops and in-depth briefings (see MLHHSD above) ■ PO-RALG communications to Regional and Local governments regarding priority to implement LTA registration process and MAST
Regional Commissioner's Office, Regional Administrative Secretariat (RAS)	■ Awareness of the LTA project purpose and objectives ■ Consultations on priority areas ■ Understanding of the LTA land registration process by RAS Technical Advisors ■ Ensuring compliance of the LTA land registration process with local government Policies and Laws on securing land tenure ■ Supporting engagement of local authorities in LTA activities	■ Project introductions and awareness of its objectives ■ Regular briefings with the District and Regional Authorities and focus group discussions on specific topics. ■ LTA Project Newsletter ■ Milestone Workshops ■ Participation in National Workshops and in-depth briefings (see MLHHSD above) and national communications campaign ■ Speeches and SAGCOT region tours by political and lands administration leaders ■ Traditional and social media campaigns in SAGCOT ■ SAGCOT Region governments communicate directives to prioritize LTA Land Registration Process
Environmental Management Authorities **National Environment Management Council (NEMC)** **Ruaha National Park**	■ Importance of effective adherence to the provisions of the Environmental Management law in the issuance of the CCROs to village land owners ■ Ensure environmental and social implications of village land tenure reforms are mitigated ■ Ensure boundaries of the national park and the ecosystems are respected during the LTA land administration process	■ Regular coordination and project briefings ■ Integration of environmental messages into all LTA communications
Other Development Partners in the Lands Sector (WB, DFID) **USAID Projects**	■ Identifying synergies in addressing pressing needs in land sector ■ Promoting new approaches and technology to strengthen tenure security ■ Contributing to integrated inclusive growth for Tanzanian citizens	■ Bi-annual reviews of government and donor work in the land tenure sector ■ LTA Newsletter ■ Participation in National Workshops and in-depth briefings (see MLHHSD above)

LTA KEY MESSAGES AND COMMUNICATION TOOLS		
STAKEHOLDERS	**KEY MESSAGES**	**COMMUNICATION TOOLS/OPTIONS**
		■ Sharing LTA communication materials and tools
NGOs and CSOs **(National, District and Local)** **Focus on Land Tenure, Food Security, Economic Development, Agriculture, Women, Youth, Vulnerable Groups or other relevant communities**	■ Awareness of the LTA project purpose and objectives ■ Awareness that support is provided by Feed the Future and USAID, and is 'From the American People' ■ Deeper understanding of Tanzanian land law and land administration ■ Ensuring equitable inclusion of women, youth, pastoralists and vulnerable groups in land administration ■ Identifying synergies in addressing pressing needs in land sector ■ Implementing collaboratively to leverage respective strengths ■ Engaging NGOs/CSOs for analysis and reports to inform policy makers ■ Recognition of policy, legal and regulatory reforms needed to make the laws more effective and communication strategies for achieving reform	■ Project introduction ■ Training curriculum for staff/members, and materials NGOs/CSOs can disseminate in their own work ■ Partner with trusted NGOs and CSOs to build relationships in rural communities ■ Joint communications to take advantage of synergies and implement collaborative activities ■ Milestone Workshops ■ Facilitating national NGO/CSO participation to support national communications campaign promoting LTA land registration process ■ Handover of all LTA communication materials and tools for continued scale up
TERTIARY STAKEHOLDERS		
Educational Institutions	■ Opportunities for trained graduates in land administration sector ■ Opportunities for supporting improved land administration – research, policy analysis, provision of short term training to support LTA	■ Limited ■ Project Introduction ■ LTA Project Newsletter ■ Case studies and lessons learned to be integrated into academic curriculum, including use of MAST/TRUST ■ Information materials on labour market requirements for land administration skill sets ■ Field visits and internships for students

LTA KEY MESSAGES AND COMMUNICATION TOOLS		
STAKEHOLDERS	**KEY MESSAGES**	**COMMUNICATION TOOLS/OPTIONS**
Private Sector / Finance Providers / Potential Investors **Professional Organizations**	■ In-depth understanding of Tanzanian land law and the LTA land registration process ■ Understanding of impacts of formal registration on land markets ■ Understanding of responsible land-based investment ■ including land sales and land use agreements ■ Understanding of law and procedure regarding use of CCRO as collateral ■ Engagement in policy discussion and advocacy for scaling up national land registration ■ Importance of registration/certification/organizations of land administration professionals (see also educational institutions above)	■ Limited ■ District communications campaigns include promotion of consultations with LTA for private sector and investors ■ Workshops in target Districts ■ Technical informational materials and training for private sector to implement LTA land registration process for large scale land use investments ■ Education and training for finance providers and land owners on use of CCRO as collateral ■ Engagement of business organizations in national workshops ■ Communications for advocacy for legal/ regulatory/administrative reform ■ Promotion of opportunities for work and professional development in land administration

MONITORING AND EVALUATION

The effectiveness of the LTA Communications Plan will be continuously monitored throughout the three phases of project implementation. The LTA Public Outreach and Communications Specialist and the members of the LTA field team responsible for implementation of the communication tools, will work collaboratively to design, test and revise training and communication materials based on real results in the field. Quarterly project communications meetings will include relevant project staff, and key players from target villages and districts, to conduct in-depth assessment of the Communications Plan implementation and gather inputs for improving the tools and materials.

The overall effectiveness of the LTA Communications activities will ultimately be reflected in the success of CCRO issuance with equity of land tenure for women, youth and other vulnerable populations; increased investment and economic activity in target villages and districts; and the scaling up of the use of LTA land registration procedures and MAST/TRUST by the Government of Tanzania. However, specific measurement and monitoring of the impact and effectiveness of LTA communications tools and methods will be achieved in 4 ways:

1. **Surveys which gauge effectiveness of communication tools and methods** for each stakeholder group. Surveys which gauge effectiveness of communication tools and methods for each stakeholder group. This will be particularly important for indirect beneficiaries such as non-target villages, Land Administration officials in non-target Districts, NGOs and advocates, the private sector, and stakeholders at National level.

   As described in this Communications Plan, regular stakeholder consultations and focus group discussions with external audiences will provide a forum for feedback on the effectiveness and impact of the communications tools and methods. LTA will develop discussion guides and surveys to be administered among various stakeholder groups. This will be particularly important for indirect beneficiaries such as non-target villages, Land Administration officials in non-target Districts, NGOs and advocates, the private sector, and stakeholders at National level.

   Surveys will be developed to gauge whether the desired outcomes (see Communications Model Outcomes and Key Messages) are being achieved. If the survey results are unfavorable, more intensive focus group discussions will be held to better understand the strengths and weaknesses of current communications and how they can be improved.

2. **LTA contractual performance indicators;** that relate to the effectiveness of communication tools and methods (including training). The LTA Monitoring and Evaluation Plan includes several indicators that will be used to measure the outputs and outcomes of project communications.

   – Number of people reached through trainings

- Number of individuals trained in land tenure and property rights as a result of USG assistance
- Percentage of ending aptitude in thematic areas in which trainings are delivered
- Number of informational materials produced
- Number of people reached through communication campaign activities

3. **Increased demand for land registration services from non-target villages and individuals:** While the indicators mostly measure outputs, the outcomes and effectiveness will be reflected in measurements of aptitude. Complete information on the performance indicators is provided in the LTA Monitoring and Evaluation Plan increased demand for land registration services from non-target villages and individuals

   LTA will work closely with government counterparts to disseminate information about the importance and benefits of land tenure security, the Tanzanian land administration system, and the improved LTA land registration processes including MAST/TRUST. The effectiveness of these communications will be reflected in the increased demand for land registration from villages leadership and individuals. LTA will coordinate with District government to track this increased demand. Increased rates of CCRO issuance in non-target villages will be reported through MAST data.

4. **CCRO Collection Rates:** The LTA project objectives are to improve the land registration process and increase issuance of CCROs; and also to educate communities and promote the benefits of land tenure security and CCROs. LTA project activities and capacity building will result in increased issuance of CCROs from the District Land Administration to the village leadership. But it is only when the individual land owner picks up her CCRO that we can be certain that the value of the land registration process has been communicated effectively. Global experience shows that it is common for ownership certificates/titles to be completed, but to gather dust in village offices. Therefore, LTA will track the rates at which individual villagers travel to the village offices to retrieve their CCROs as an important indicator of how well we have communicated the benefits of land registration and how likely it is that individual landowners will maximize the benefits of their new land tenure security.