



Learning Brief on the Sustainability Model Programme (SMP) Exchange Visit

Introduction

This learning brief brings together the key lessons, challenges, and recommendations that emerged from the SMP learning and exchange visit by Nomadic Assistance for Peace and Development's (NAPAD) communication team. It is designed to inform stakeholders on the progress in strengthening communication, accountability, and visibility systems within NAPAD, while highlighting opportunities for improved impact.



Key Take Away

Regular internal alignment meetings between NAPAD's Senior Management Team (SMT), programs, field, and the communications teams are important for strengthening organizational communication. These engagements reduce information gaps, and align program priorities with communication plans, enabling NAPAD to document results more effectively, and showcases community-level change demonstrating value to partners and ensuring beneficiaries' voices are accurately represented.



Advancing Localization: Empowering locally led response, recovery and resilience amid crisis.

Key Learnings

Organisational Communication and Visibility



Early Integration in Project Design

Communication and visibility needs must be considered at the proposal stage, with dedicated budget lines and active involvement of communication teams in their development.



Pre-testing IEC Materials

Piloting information, education, and communication (IEC) tools with communities before mass production ensures clarity, cultural relevance, and impact.



Shift Towards Visual Storytelling

Nonprofits are increasingly using illustrative, visual-heavy materials instead of text-heavy reports. NAPAD communication team should adapt to these formats by working together with the programs and MEAL team to develop resources such as fact sheets, learning briefs, and visually engaging monthly situation reports (SitReps).



Digital Tools:

1. **Monthly SitReps:** They provide concise, number-driven project updates, achievements, and next-month plans.
2. **Achievement Fact Sheets & Learning Briefs:** Summarize impact and learnings from projects or activities.
3. **Feature Stories:** Highlight staff efforts and community-level change.



Leveraging Trends

Weekly research on social media and nonprofit visibility trends can enhance innovation and competitiveness.



Cross-learning from SIR on basic video editing.

Cross-learning sessions with SIR on basic video editing, gaining hands-on skills in using editing software to cut, merge, and add subtitles to raw footage. This has strengthened the capacity of the team to independently edit organizational videos, and enhance storytelling for donor visibility.



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Key Learnings

Strengthening Accountability to Affected Communities and Internal Systems

Beneficiary Data Management

NAPAD should introduce a consent column in the beneficiary registration form. This ensures that informed consent is systematically documented at the very start of engagement with communities. Capturing this information strengthens safeguarding compliance, protects beneficiary rights, and aligns with international data protection standards.

Community Messaging on Accountability

To reinforce transparency, NAPAD is developing clear accountability messages such as “NAPAD is Accountable – We Welcome Your Feedback.” These messages will be displayed in strategic and highly visible locations within project sites (e.g., community centers, distribution points, and schools) so that they are easily readable and accessible to all community members, including women, youth, and persons with disabilities.

Accountability Charter:

NAPAD can work on adapting an Accountability Charter modeled on global best practices, such as WFP’s example, to serve as a guiding framework. This Charter will be supported by Standard Operating Procedures (SOPs), checklists, and user-friendly information-sharing materials. Together, these tools will help standardize accountability practices across all projects and strengthen internal systems.

Code of Conduct and Safeguarding Awareness

NAPAD should actively work towards ensuring that all staff and suppliers are aware of the organization’s Code of Conduct, with emphasis on safeguarding, fraud prevention, and commitments to Protection from Sexual Exploitation, Abuse, and Harassment (PSEAH). This contributes to building a culture of integrity and accountability at all organizational levels.

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Recommendations;

1

Strengthen Digital Content Delivery: Increase the frequency, consistency, and accessibility of NAPAD's digital materials across multiple platforms.

2

Enhance Strategic Communications: Review the communication strategy, including crisis communication strategy, update branding guidelines, and develop an organizational PowerPoint.

3

Optimize Digital Platforms: Improve website usability (e.g., updates section with simplified design and downloadable resources) and integrate NAPAD's newsletter shared through mailchimp.

4

Improve Documentation & Knowledge Sharing: Establish a communications SharePoint hub and standardize photo captioning/documentation processes for better content management.

5

Boost Campaign Effectiveness:

Strengthen fundraising efforts by:

- Adding clear donation impact breakdowns on NAPAD's fundraising sites.
- Research on the engagement of influencers to amplify the menstrual hygiene management campaign.

6

Promote Inclusion & Accessibility: Translate consent forms into local language, using simplified language and visuals to ensure community-friendly communication.



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