



COMMUNICATIONS STRATEGY





SAEDI Consulting (Barbados) Inc.

Communication Strategy (2026)

INTRODUCTION

SAEDI Consulting is a leading Caribbean-based consulting firm, with a global reach, specializing in gender equality, social inclusion, and climate resilience. With a strong track record in research, policy development, and advocacy, SAEDI Consulting brings intersectional expertise that integrates gender, climate change, and inclusive development. The organisation is committed to advancing social justice, strengthening community resilience, and influencing policy at both national and regional levels.

Through strategic partnerships with governments, regional bodies, civil society, academia, and the private sector, SAEDI Consulting promotes evidence-based solutions that respect cultural diversity while challenging practices that perpetuate inequality. Our work spans policy analysis, capacity-building, stakeholder engagement, and knowledge generation, positioning SAEDI Consulting as a trusted thought leader and partner in driving sustainable and equitable development across the Caribbean and beyond.

SCOPE

The Communication Strategy applies to all SAEDI Consulting activities, projects, and partnerships. It serves as a framework to guide internal and external communications, ensuring consistency, inclusivity, and alignment with the organisation's mission of advancing gender equality, social inclusion, and climate resilience.

This strategy covers the design, delivery, and monitoring of all communication outputs—ranging from reports, policy briefs, and advocacy campaigns to social media, newsletters, events (online and in-person), and media engagement.

It applies to all team members, consultants, and partners engaged in communication-related tasks, regardless of contract type or seniority. Everyone at SAEDI Consulting contributes to the culture of clear, inclusive, and impactful communication, whether

through content creation, knowledge sharing, stakeholder engagement, or brand representation.

The Communications Strategy will be used to inform the development of an Annual Communications Plan.

ROLES AND RESPONSIBILITIES

This section defines the various roles and responsibilities across SAEDI Consulting’s team and partners. It clarifies accountability, streamlines communication processes, and ensures that all team members and collaborators contribute effectively to advancing the organisation’s goals.

Role	Responsibilities
Managing Director	Sets overall vision and direction of communications; approves priorities, messaging, and budgets; serves as lead spokesperson for strategic engagements.
Communications Lead (rotating or designated) and Comms Team	<p>Coordinates communication activities across channels (website, social media, bulletins, events); ensures alignment with strategic goals; tracks outputs and engagement; oversees editorial calendars and branding consistency.</p> <p>Draft text and visual content, provide logistical support for communication outputs (e.g. scheduling bulletins, managing mailing lists, coordinating event logistics); maintain databases and archives of communication products.</p>
Project Leads	<p>Integrate communication deliverables into project workflows; identify and highlight success stories, lessons learned, and advocacy opportunities; ensure timely content sharing from projects through weekly team meetings and bi-monthly check-ins with the Communications Team to share key updates and milestones.</p> <p>Provide Comms Team with project briefs</p> <p>Provide Comms Team with information for infographics</p>
Team Members	Contribute content (blogs, project updates, technical insights) on an ongoing basis including through

	<p>weekly team meetings to share key insights, updates and milestones; participate in external events/webinars as SAEDI Consulting representatives; ensure that all communications reflect SAEDI Consulting’s GESI/GEDSI principles and cultural respect.</p> <p>Provide Comms Team with information for infographics</p>
Partners and Collaborators	<p>Contribute to visibility through joint campaigns, co-branded outputs, and knowledge-sharing initiatives, ensuring mutual reinforcement of advocacy messages.</p>

It is essential that all team members understand that all roles are linked and it is therefore important that everyone understands that the Comms Team must be engaged and provided with information throughout the execution of each project.

PURPOSE AND OBJECTIVES

The SAEDI Consulting Communication Strategy provides a structured approach to promote the organisation’s expertise in gender, GESI/GEDSI, climate change, environment, natural resource management and social inclusion. It aims to position SAEDI Consulting as a thought leader in these areas and to strengthen relationships with stakeholders.

Specific Objectives

- Promote SAEDI Consulting’s expertise in gender, climate change, environment, natural resource management and social inclusion.
- Strengthen engagement with existing partners and attract new ones.
- Support advocacy for gender equality, environmental sustainability, and social justice.
- Increase awareness of SAEDI Consulting’s services, achievements, and thought leadership.

BRANDING AND IDENTITY

Branding is important for ensuring that SAEDI Consulting is recognised and establishes a clear profile of what it does, why and for whom. A clear and consistent identity strengthens visibility, distinguishes us from other actors in the space and facilitates business growth and retention.

This is further shaped by our values, expertise, and commitment to quality outputs that support gender equality, social inclusion, climate resilience, environmental sustainability and sound natural resources management. Consistency across all platforms that align our

visuals and messaging, will ensure that our communications reflect who we are and reinforce our reputation as a professional, reliable, and impactful partner.

The key components of SAEDI Consulting’s communication strategy include the company’s branding and identity, target audiences, key messaging, channels and tools, and monitoring and evaluation.

- To ensure consistency and recognition, SAEDI Consulting’s logo and colour palette will be used on all materials and across all social media platforms, templates, presentations and reports – any written and electronic media.
- Social media posts will be published across all social media platforms simultaneously. Posts will be designed and tailored to the relevant platform and its audience.

CORE MESSAGES

This section highlights SAEDI Consulting’s unique value proposition, commitments, and contributions. Core messages ensure consistency in how the organisation presents itself, reinforcing credibility, visibility, and thought leadership, while also building connections regionally and globally that will allow us to advance towards both sustainable and equitable development.

The table below provides an overview of these elements and serve to guide our communications outputs to ensure alignment with our unique value proposition and commitment to cultural respect and diversity.

Unique Value Proposition	Tangible Impacts	Thought Leadership	Commitment	Connections
Intersectional expertise in gender, climate change, environment, natural resource management and inclusive development	Success stories from projects, milestone achievements and outcomes for events/projects	Think-pieces, Blogs, articles, policy briefs, presentations	Cultural respect and diversity, challenging oppressive traditions	Regional and global connections advancing sustainable, equitable development

COMMUNICATION MATRIX

This communications matrix presents a structured framework that links objectives, key messages, audiences, and communication channels. It provides clarity on the ‘who, what,

where, and how' of communication, ensuring alignment with SAEDI Consulting's overall strategy.

Objective	Key Message	Target Audience	Activity	Tool/Platform	Frequency
Promote SAEDI Consulting's expertise	SAEDI leads in gender, climate change, environment, NRM and inclusion	Development partners, donors, government agencies	Website and social media posts, policy briefs	Website, LinkedIn, Bluesky	Quarterly
Strengthen stakeholder engagement	We deliver collaborative, impactful solutions	NGOs, CSOs, Regional organisations	Webinars, quarterly bulletin, events	Mailchimp, Website, LinkedIn, Bluesky, YouTube	Quarterly
Support advocacy	Championing gender equality, environmental management/stewardship and climate resilience	General public, media, advocacy networks	Social media campaigns, op-eds, blogs	LinkedIn, Bluesky, Medium	Aligned with global days
Increase brand visibility	Trusted regional partner in sustainable development	Private sector, academia, general public	Press releases, case studies	Website, LinkedIn, Bluesky	Ongoing

TARGET AUDIENCE

Identifying SAEDI Consulting's primary and secondary audiences, ensures communications are tailored to the needs, expectations, and interests of diverse stakeholders, maximising impact and fostering stronger engagement.

Primary Audience	Secondary Audience
Development partners and donors	Academic institutions (UWI, regional community colleges and other training institutions)
Government ministries and agencies	Private sector entities with CSR and sustainability agendas

Primary Audience	Secondary Audience
NGOs and CSOs working on gender, climate change, and social inclusion	Media and journalists
Regional organisations (CARICOM, OECS)	Individuals and interest groups working, or aspiring to work in the space.

CHANNELS AND TOOLS

This table outlines the various communication channels and tools employed by SAEDI Consulting. It helps match the right tools to the right audiences, strengthening engagement, reach, and visibility across platforms.

Channel	Communications Function
Website	Updated project pages, blogs, and resource library
Social Media (LinkedIn, BlueSky)	Simultaneous social media posts
Email Marketing (Mailchimp)	Quarterly bulletin, Event promotion, Stakeholder Outreach and Engagement, Annual and Special Campaigns
Events and Webinars	Thematic discussions on gender, climate, and inclusion
Partnership Platforms	Active participation in regional forums

MONITORING AND EVALUATION

M&E is important to measure the effectiveness of our communications strategy. By identifying KPIs and review cycles, accountability and continuous improvement in communication practices are better assured.

The table below outlines key communications activities, quantitative metrics for KPI tracking, and the associated review cycles. KPI tracking is essential to understanding and assessing the performance of outputs across our website, social media, email and Medium, to determine where improvements are needed to boost the achievement of KPIs. This process ensures a continuous feedback loop that aligns Communications with current data-driven best-practices, as well as practices that support the unique needs of SAEDI Consulting.

Activity	KPIs Tracked	Review Cycle
Website traffic	Number of Posts	Monthly, Quarterly
Social media reach	Number of Likes, Comments, Reposts, Mentions, Followers	Monthly, Quarterly
Mailchimp/Email, including newsletter engagement	Views/Opens	Quarterly, every 6-Months
Medium	Number of Blogs, Claps received, Subscribers	Monthly, Quarterly

RISKS AND SAFEGUARDS

As a rights-based, gender and justice-focused organisation, core safeguarding principles of our communications include do no harm, informed consent, confidentiality, beneficence (the benefits should outweigh the costs) and justice. These principles are outlined below and are essential to mitigating reputational risk while also protecting our stakeholders.

1. **Do no harm:** Communications should be respectful and avoid causing unintentional harm to stakeholders, partners, clients, communities or vulnerable groups, and to SAEDI Consulting and its reputation. Rather, communications should enhance wellbeing and access to information while ensuring justice by minimising risk, maximising benefits and protecting confidentiality of all stakeholders and parties.

Safeguards:

- Language should not be harmful, misleading, inflammatory nor discriminatory
- Content, especially on vulnerable and marginalised persons/communities, should build awareness and inspire positive change, while avoiding harm, feelings of tokenism and exacerbating the vulnerabilities and inequalities which they already face
- Materials, especially text content, undergoes a review process which ends with review and approval by the Managing Director before dissemination.

2. **Informed Consent:** Personal stories and media (particularly from private/invite-only events, project field missions and stakeholder consultations) owned by external parties should not be used without their explicit permission.

Safeguards:

- Personal stories from external stakeholders should not be used without their explicit, written permission.
 - Images owned by, or involving recognisable faces of persons, external to SAEDI Consulting will only be used following their completion of our Camera Release Form and/or other written consent via email or WhatsApp messages.
 - Online ‘standalone’ images used (e.g. images in blog covers) from external sources should have free to use licences.
3. **Confidentiality:** There should not be any disclosure of proprietary, financial or personal information of SAEDI Consulting, its partners, clients, and other stakeholders

Safeguards:

- Information and data to be used should be carefully considered to ensure that confidential information is not included in external communications and that internal information remains with the SAEDI Consulting team.
- Internal and working content including documents and links to presentations, blog articles and collaborative webinar communications should only be shared with the SAEDI Consulting team and any partners/collaborators, until finalised and approved by the Managing Director.

CALENDAR OF KEY DATES AND OBSERVANCES

Recognising that **gender** and **climate change** are cross-cutting themes, impacting every sector of development, this calendar outlines monthly blog themes for SAEDI Consulting, linking to regional and international observances, and aligning with the organization’s focus on Gender Equality, Social Inclusion (GESI/GEDSI), climate change, and sustainable development.

Each month includes dates of observances, and suggested topics to maximize engagement and strategic visibility.

SAEDI Consulting will work to publish 1 blog every other month, linking it to the theme of a given observance, with the link to the focus of the organisation. In addition to the standard bi-monthly blog, SAEDI Consulting will endeavour to also publish blogs on those specific key dates/observances linked to gender, climate, or the environment.

The last blog for 2026 will be in observance of **16 Days of Activism and Human Rights Day**.

The table on the next page outlines key observances and corresponding themes, SAEDI blog themes/ advocacy angles, calls to action, target audiences and start dates.

Observance & Date (2026)	2026 Theme	SAEDI Blog Link / Advocacy Angle	Call to Action	Target Audience Most Likely to Act	Start Date
International Day of Clean Energy – 26 Jan	NOT YET RELEASED	Gender-responsive energy transitions in SIDS	Advocate for gender criteria in renewable energy policy	Policymakers, energy planners, donors	Immediately (in future start November of the previous year)
World Wetlands Day – 2 Feb	Wetlands & traditional knowledge: celebrating cultural knowledge	Women’s engagement as knowledge barriers, and conservation advocates and activists	Integrate women’s knowledge & livelihoods into wetland management	Environmental agencies, NGOs	Immediately (in future start December the previous year)
International Day for Women & Girls in Science – 11 Feb	From vision to impact: Redefining STEM by closer the gender gap	Women scientists and local knowledge in climate solutions	Invest in mentoring and visibility for women scientists	Universities, research institutions, governments	Immediately (in future start December the previous year)
International Women’s Day – 8 Mar	Give to gain (focus on how giving by individuals and organisations move the needle of gender equality)	Gender equality as a strategic investment – highlight how resourcing women’s leadership strengthens social, economic and climate resilience	Increase direct flexible funding to women led organisations resource women’s political leadership	Political parties & elected officials, donor agencies, women’s organisations	Start at end of January
World Water Day – 22 Mar	NOT YET RELEASED	Water as a crucial gendered issue (re		Water authorities, donors	Start February

Observance & Date (2026)	2026 Theme	SAEDI Blog Link / Advocacy Angle	Call to Action	Target Audience Most Likely to Act	Start Date
		lives, livelihoods, gender equality)			
World Environment Day – 5 Jun	Climate Action (focus on urgent need for measurable progress against rising temps, extreme weather & rethinking systems for a sustainable future)	Highlight the gap between climate ambition/action, and women’s lived realities,	Gender-responsive climate budgeting and indicators in national climate plans Women’s meaningful participation and leadership in climate decision-making spaces	Governments, multilaterals, climate negotiators	Start May
World Food Day – 16 Oct	NOT YET RELEASED	Gender-responsive food systems		Agricultural ministries, NGOs	Start September
International Day of Rural Women – 15 Oct	NOT YET RELEASED (will be linked to “2026: International Day of Women Farmers)	Rural women farmers as economic, food-system and climate resilience leaders; emphasizing land rights, access to finance & climate smart agriculture	Secure land tenure, access to credit, & climate-resilient agriculture support for rural women Recognition of rural women	Donors, rural development agencies, Ministries of Agri, farmers organisations/cooperatives	Start September

Observance & Date (2026)	2026 Theme	SAEDI Blog Link / Advocacy Angle	Call to Action	Target Audience Most Likely to Act	Start Date
			farmers as key climate actors		
16 Days of Activism- 25 Nov	RISE for Our Bodies, Our Earth, Our Future (focusing on bodily autonomy, environmental justice, & ending violence through collective action, strong emphasis on digital spaces, and changing misogynistic mindsets)	GBV, environmental injustice, digital harm/cyberbullying as intersecting systems of control, emphasizing the need for bodily autonomy, safe digital spaces & ecological justice	Stronger survivor centred responses to GBV (laws & enforcement) Collective action to challenge misogynistic narratives including in digital spaces	Governments & justice systems Social media influencers	Start October

Observance & Date (2026)	2026 Theme	SAEDI Blog Link / Advocacy Angle	Call to Action	Target Audience Most Likely to Act	Start Date
Human Rights Day- 10 Dec (link to 16 Days of Activism)	Human Rights: Our everyday essentials (focusing on safety, dignity, justice & freedom from discrimination are fundamental to daily life and addressing global challenges)	human rights as practical, lived realities — linking safety, dignity, gender equality, and environmental justice to everyday survival and wellbeing.	rights-based, gender-responsive public policies across climate, housing, health, and safety; translate commitments into enforceable protections, especially for women and marginalised groups.	Policymakers & human rights institutions Civil society organisations	Start November

CONCLUSION

The implementation of this Communication Strategy will significantly strengthen SAEDI Consulting’s public face. By clearly defining roles, aligning messages to diverse audiences, and employing effective tools with consistent evaluation, the strategy ensures that SAEDI Consulting communicates with clarity, credibility, and impact. This will not only enhance SAEDI Consulting’s visibility but also solidify its reputation as a trusted thought leader in gender equality, climate resilience, and social inclusion. Ultimately, this strategy will enable SAEDI Consulting to better sell its unique value proposition, attracting partners, donors, and collaborators who share its vision of inclusive and sustainable development.