

# DISSEMINATION

Main findings

# Discussion Topics

- Good strategy to convince beneficiaries
- Overcoming constraints to physical dissemination
- Multiplication / Replication
- Timing
- Common challenges
- Gender considerations

# Strategy

- Demonstration
- Theatre groups
- Involve local stakeholders
- Sensitization adapted to local realities

# Physical Constraints

- Transport: subsidized
- Transport: no road network

=> distinction between types of goods  
*(e.g. consumer goods vs social  
infrastructure)*

# Multiplication

- From facilitator to influencing policy  
(set up taskforce, quality standards, ...)
- Link with microcredit...
- Depends on type of project  
(scale, capital, initiative, motivation)

# Timing

- Dry season for projects heavy on logistics
- Availability of participants

# Common Challenges

- Literacy
- Cultural orientation in message
- Ownership

# Gender

- Workforce
- Beneficiaries:  
Separate discussions, mixed committees  
(e.g. reproductive health, sales force  
cooking stoves)
- Prereqs for eligibility (e.g. microfinance)



# Conclusion

⇒ Message AND delivery are key!

(what)

(who)

(where)

(how)

(when)