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Press release

Poverty and Environment Initiative (PEI) conducted a workshop on the development of a communication strategy.

Dushanbe, November 11th 2011. The PEI, a United Nations Development Programme and United Nations Environment Programme joint initiative, carried out a workshop on the development of a communication strategy. Representatives of the line ministries, departments, local authorities, and other official bodies, as well as Civil Society Organizations and mass media took part in the workshop.

The communication strategy of PEI will be developed with the aim of raising the level of awareness on Poverty Environment linkages, as well as informing project's partners and mass media about the activities the Initiative is carrying out in Tajikistan. Enabling and facilitating knowledge sharing communities through the creation of an effective information and knowledge management system should strengthen the role of the communities and their understanding of the linkage between poverty and environment. PEI communication strategy should become an instrument that effectively delivers the information on initial processes, achieved results and lessons learned to the interested stakeholders, mass media and donors.

The workshop started with the projection of the video clip on PEI in Tajikistan. It illustrated existing problems of environment and briefly described goals and objectives of the project implementation in Tajikistan. During the first part of the seminar, Zulfira Pulatova, the PEI National Project Manager; Suyunhon Rustamov, the Chairman of the Regional Working Group and Vice-chairman of Sughd oblast; Askar Abduvaliev, the Head of Department of the Environment Protection Committee of Sughd region; and Dmitriy Prudskikh, Head of the NGO "Youth Group on Protection of Environment", made presentations and the discussions were held among the participants.

Afterwards, Ergash Suleymanov, PEI communications consultant in his presentation talked about the purpose of the development of the communication strategy, indicating the target groups and tools to produce and deliver effective, transparent and substantial information. He noted that the opinions and ideas of the participants of the workshop were going to be the basis and the substantial part of the document to be prepared – Communication strategy. In addition, it was mentioned that PEI is planning to conduct relevant trainings for representatives of mass media and create a documentary film on the work PEI is doing in Sughd oblast as a pilot region.

During the second part of the workshop, the participants worked in small groups where they discussed issues such as broadcasting the activities of PEI, cooperation among stakeholders, mass media. Moreover, opinions on information and knowledge sharing methods and tools were presented. Besides this, a questionnaire was distributed to the participants of the workshop with the purpose of collecting their views on the best ways of cooperation with their respective organizations.



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The Poverty Environment Initiative (PEI) is a global joint United Nations Development Programme (UNDP) and United Nations Environment Programme (UNEP) initiative supporting country-level efforts to mainstream environmental management into national and sub-national planning and budgeting processes through creation of knowledge base, technical assistance and capacity development. To foster change in policy and operational framework in the Government and Non-Government Institutions, PEI focuses on mainstreaming Poverty-Environment (P-E) issues into national and sub-national plans, sectoral strategies, budgets, training programs and tools to facilitate sustainable economic decision-making.