



# Communications Strategy



**Photo:** Abu, a Scout Leader and Teacher in Freetown, Sierra Leone  
**Credit:** Angus Stewart

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Global  
Disability  
Innovation  
Hub

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## 1. Introduction

This strategy has been developed to guide communications for the AT2030 programme. It is intended to be a point of reference for communications, a collective call to action, and a clear statement of priorities for the partnership. It will evolve as the programme does and includes details of how resources are allocated to achieve communication objectives. This strategy serves to bring together consistent messaging across the programme and partners are encouraged to use it, and the programme tools and resources, widely capturing their impact where possible.

This is version 2 of a working document that covers the initial period of 2019 –2021 and will be refreshed as the programme and context develops until its end in October 2024.

## 2. About AT2030

AT2030 tests 'what works' to improve access to Assistive Technology supporting solutions to scale with a focus on innovative products, new service models, and building global capacity. AT2030 will reach at least 9 million people directly, and a further 6 million people indirectly, by 2024.

Assistive Technology (AT) refers to products like wheelchairs and walking sticks, hearing aids and eye-glasses, prosthetics and digital or mobile devices, as well as the policies and services that are needed so

that people can use them. We follow the World Health Organization (WHO) full definition of AT.

AT is essential to many (disabled and older) people for simple daily activities like attending school, earning a living, or being active citizens and family members. Where AT is not available, many people that could otherwise live lives full of potential are unable to do so. AT enables inclusion and independence.

WHO estimates that there are over a billion people in the world right now who need Assistive Technology. 90% of them are without it. This estimate is predicted to rise to 2 billion by 2050, with no evidence that access is increasing.

Because AT is necessary for daily life for so many, increasing access is also necessary for the delivery of the Sustainable Development Goals (SDGs) – like reducing poverty or hunger - and to keep the promises made in the Convention on the Rights of Persons with Disabilities (CRPD) to protect the human rights of disabled people.

Disabled people are not the only ones who need AT, older people are also hugely affected, alongside those that wouldn't necessarily call themselves disabled but who rely on walking sticks or glasses. Most of us will need some form of AT in our lifetime, meaning almost every family in the world will be affected by this issue. But poor availability of AT is most significant in the global south in low resourced settings, where 80% of the world's disabled people live.

Our scoping research (2018) found that the problem of lack of access to AT is complex and has persisted for many decades. AT2030 works by developing partnerships which can overcome traditional barriers to AT access. We are trialing innovative market, systems and community level interventions, bringing together teams who have not necessarily worked in AT before together experts, community organisations and AT users.

‘AT2030 - life-changing AT for all’, was launched in July 2018 at the Global Disability Summit in London. On March 28, 2019, The Minister of State for International Development, Lord Bates, announced that UK AID was doubling its investment in the programme from £10million to £19.8 million due to ‘excellent progress’ which has enabled us to triple the reach of the programme.

Our collective aim is to learn what can be done to enable a step change in access life-changing Assistive Technology. Much of what we do is for the first time. Our programme sets out to test ‘what works’ and will naturally also find out what doesn’t. This is our mission.

### **The Programme and its Sub Programmes (SP)**

AT2030 is made up of four different clusters of intervention and 12 sub-programmes. Each has been designed intentionally to test novel approaches which are usually the first of their kind.

**Cluster 1– Data & Evidence:** improving data and evidence to enable better decision making and unlock investment into AT.

**SP1: Research, Evidence and Impact** led by UCL is framing the economics of AT around a mission led approach; developing a return on investment framework; and researching what works to overcome stigma.

**SP2: Applied Research:** led by GDI Hub, will issue research funding calls to address AT challenges, informed by the World Report on AT.

**Cluster 2– Innovation:** sparking innovation and supporting new products and service delivery models to scale access to AT.

**SP3: Spark Innovation:** led by UCL and Amref, is supporting Innovate Now, an AT accelerator connected to live labs and capacity building in East Africa. Product trials and research on mobile for AT will be linked to innovation challenge investment.

**SP4: Innovation Hub India:** exploring opportunities to work with regional partners to further AT access in India.

**SP5: AT impact fund:** led by GDI Hub with partners is investing in disruptive AT innovations to take them on a path to scale

**Cluster 3– Country implementation:** laying the foundations for market shaping and systems-level change.

**SP6: Drive Availability & Affordability:** led by CHAI, is developing AT Product Narratives to inform global investment and scoping market-shaping opportunities.

**SP7: Open-Up Market Access:** led by GATE, is developing AT product specification; a procurement guide; new training modules; trialling one-stop AT delivery; and developing new tools.

**SP8: Country Capacity Support:** led by GDI with WHO, CHAI and UCL I is undertaking CCAs in more than ten countries, with investment in 3-5.

**Cluster 4– Capacity and Participation:** building partnerships, capacity, and community solutions; maximising the power of the Paralympics to overcome stigma and promoting inclusive design.

**SP9: Build Capacity & Participation:** led by UCL, is investigating community and informal provision of AT.

**SP10: Inclusive Infrastructure:** led by GDI Hub, will develop a framework for accessible environments with six cities.

**SP11: Sport Against Stigma:** led by Loughborough University with the IPC will build upon the power of the Paralympics to test what can overcome Stigma.

**SP12: Grow global partnerships** is investing in the set-up of ATscale and supporting ISPO and other regional partners to grow global capacity.

### **3. About our consortium**

AT2030 is formed of the following consortium of partners.

<b>Partners</b>	
All Institute Maynooth University	Kota Kita
ATscale	Leonard Cheshire
AMREF	Loughborough University London
Amparo Prosthetics	London School of Hygiene & Tropical Medicine
Clinton Health Access Initiative	Microsoft
EYElliance	Motivation
Fab City Network	Safaricom
Global Disability Innovation Hub	Sierra Leone Urban Research Centre
Global Cooperation on Assistive Technology (GATE)	The Helen Hamlyn Centre for Design
GSMA	University College London (UCL)
Government of Kenya	UCL Development Planning Unit (DPU)
Humanity & Inclusion	UCL Institution for Innovation and Public Purpose (IIPP)
Hogan Lovells	University of Nairobi
International Paralympic Committee	UNICEF

## **4. Objectives**

### **AT2030 Programme objectives**

AT2030 has the following (summarised) impact targets:

By October 2024 we will:

- **Reach 9 million people** directly and 6 million indirectly through increased access to AT;



- **Support 52 new start-ups benefiting up to a million users** over time;
- **Conduct 10 country capacity assessments with 5 action plans** in delivery;
- **Answer 20 key research questions;**
- Generate at least **40 new technologies** with potential for life-changing impact;
- **Develop 10 innovative service delivery models;** and
- **Double the investment** through partner backing.

### **AT2030 Communications Communication Objectives**

To support programme delivery and prioritise resourcing the following communications objectives have been identified:

<b>Comms Objective</b>	<b>Description</b>
<b>1</b>	Build global momentum: engage with stakeholders and build global capacity & partnerships to address AT access
<b>2</b>	Promote the programme - showcase our projects partners, and activities – with a strong focus on impact.
<b>3</b>	Tell the stories of AT users (in their own words) ensuring the benefit AT makes to real people’s lives is well understood by the global community.
<b>4</b>	Share our knowledge, ideas and learning - including our successes and failures.
<b>5</b>	Advocate for more funding and resources to support access to AT provision (and disability inclusive interventions).

Note: Communications objectives are aligned with AT2030’s theory of change (see annex).

## 5. Key messages

The following key messages can be used in comms to promote the programme.

- **AT2030 tests 'what works'** to improve access to life-changing Assistive Technology (AT) for all; investing £20m over 5 years to support solutions to scale.
- **The AT2030 consortium brings together partners** who haven't traditionally focused on AT, with experts, innovators and AT users to experiment with new ideas and thinking.
- **Innovation is being trialled** across three domains; community-led, systems-focused and market-driven interventions. The programme is currently operational in over 15 countries across Africa and Asia.
- **AT2030 will reach 9 million people directly and 6 million more indirectly by 2024** driving 'a lifetime of potential' through investment in innovative products, new service models and global advocacy.
- **<Add key message on delivery so far (after Annual Review)>**
- **<COVID-19 key message>**

### Guidance:

- AT2030 is a programme (when talking about what it does) and a consortium (when talking about the organisations involved)

- AT2030 is funded by UK aid. Funding must always be accredited (see [UK AID branding guidelines](#))
- AT2030 is led by GDI Hub, this must always be accredited (see AT2030 branding guidelines)
- The key messages and text in section 2 can be used by partners without further sign-off.

## 6. Deliverables

Objective	Deliverables
<p><b>Build global momentum</b></p> <p>stakeholder engagement and partnerships to address AT access.</p>	<p><b>1.1</b> Support global engagement and partnership development</p> <p><b>1.2</b> Deliver programme milestones as proof points</p> <p><b>1.3</b> Clear unified branding and assets for AT2030 through central and partner coms, including tone and messaging</p> <p><b>1.4</b> Regular communications to drive new partnerships and ideas.</p>
<p><b>Promote the programme</b></p> <p>showcase our projects partners, and activities – with a strong focus on impact.</p>	<p><b>2.1</b> Development of case studies and publications</p> <p><b>2.2</b> Regular sharing of stories on social media channels</p> <p><b>2.3</b> Showcasing impact regularly through networks</p> <p><b>2.4</b> Events and activities which share our learning</p> <p><b>2.5</b> High value content capture across subprogrammes</p> <p><b>2.6</b> Develop AT2030 assets, materials and visual resource to add to the existing website, social media, videos and presentations.</p>

<p><b>Tell the personal stories</b></p> <p>of AT users and the benefit this makes to real lives.</p>	<p><b>3.1</b> Capture personal stories from research and programme delivery and share</p> <p><b>3.2</b> Empower diverse voices from across the AT2030 programmes, including users telling their own stories.</p> <p><b>3.3.</b> Generate media to share the impact of AT on peoples lives.</p>
<p><b>Share knowledge</b></p> <p>ideas and learning.</p>	<p><b>4.1</b> Capture content focused on experiences and learnings from all partners, including success and failure.</p> <p><b>4.2</b> Innovation Insights produced to ‘translate’ academic research to make it more accessible.</p>
<p><b>Advocate for more funding and resources</b></p> <p>to support access to AT provision (and disability inclusive interventions).</p>	<p><b>5.1</b> Highlight the value of investing in AT</p> <p><b>5.2</b> Drive media coverage in specialised, local and global media to improve brand recognition, communicate our work and increase visibility.</p> <p><b>5.3</b> Use a professional voice and tone alongside fact-based coms</p> <p><b>5.4</b> Share key learnings and findings</p>

## 7. Communications focus

### Internal Audience

AT2030 central comms team, partners and funders.

### Priorities

- Standardise messaging
- Share comms resources
- Enable collaboration

- Highlight delivery of the programme
- Share lessons learned
- Share successes
- Proliferation of messaging & stakeholders in the global space
- Ensure consistent branding (e.g. UK Aid funding in all comms, correct use of logos and other)

## **Mechanisms**

- Fortnightly E-update
- Comms working group
- Shared resources on Microsoft Teams that can be used for partners to create presentations, publications, documents and access logos.
- AT2030 Intranet (to be ready by July)
- Regular communication between Project managers and comms managers.

## **Channels**

- Social media;
  - AT2030 Twitter @AssistTech2030 - managed by GDI Hub
  - Consortium social media accounts - managed by partners
- Websites
  - AT2030.org

Project specific websites:

  - atinnovatenow.com

## **External Audiences**

Government officials, DPOs (local and national), innovators and entrepreneurs, researchers and academics, community members (with and without disabilities), policy makers, civil society organisations, NGOs (related to AT2030), media (local and international), AT community.

### **Priorities**

- Promote knowledge sharing and use of tools/resources
- Enhance visibility of the programme and resources
- Highlight collaboration
- Attract innovation to AT
- Enable new collaboration and partnership opportunities
- Share lessons learned
- Raising awareness about AT
- Highlight AT2030 impact
- Widen audience reach

### **Mechanisms**

- Digital: websites and social media
- Press: coverage and profiling
- Marketing: outreach for specific activities (e.g. Innovate Now Cohorts)
- Events: physical and digital
- Publications: to share learnings and knowledge
- Community engagements: project driven
- Networks: audience reach from the programme and partners.

**AT2030 website and comms (development planning in process)**

- Facilitation of partner lead content e.g. AT2030 project pages in the website (ready by 18<sup>th</sup> June).
- Clear project-based information and contacts and team pages
- Improved process for content input and feedback
- Structured outputs per project shared publicly
- Unified timetable for outputs
- Content pipeline
- Process to translate research to rapid usable content

## 8. Resources

### Communications resources

The following communications resources are available for partners to use.

- Partners' social media database
- Power point template and standard presentation
- Blog guidelines
- Leaflet (printed and digital version)
- Branding guidelines
- Press templates
- Publication templates (Case Studies, Working Papers, Innovation Insights)
- Image Library
- Photo Essay images of the programme taken in Indonesia and Sierra Leone taken by Angus Stewart can be viewed <https://www.angusstewart.me.uk/>

These assets can be found in the AT2030 Communications Microsoft Teams.

### **Branding resources**

- [AT2030 Branding guidelines](#)
- [UK Aid branding guidelines](#)
- [Branding resources for programme clusters](#)
- [Partners logos](#)
- [Google fonts](#)
- [Word templates with header](#)
- Publications templates for working papers, case studies and innovation insights.

Note - All consortium partners are responsible for adhering to DFID's aid branding guidelines.

### **Central staffing resource**

- Communications manager - full time (AT2030 funded)
- Assistant project manager - full time (AT2030 funded)
- Website development support for AT2030 site – 0.5 day a week

## **9. Digital accessibility**

AT2030 is committed to providing communications that set a new benchmark of accessibility to ensure our content can be used and enjoyed by the widest possible audience.



## Websites

We have built the AT2030 site with accessibility in mind, and actively ask for feedback on how we can continue to improve.

Our aim is to ensure that as an absolute minimum, our core website conforms to the Worldwide Web Consortium's (W3C) Web Content Accessibility Guidelines, though we acknowledge that some of these have been superseded by advances in technology and web browser capability. We continually review our websites to improve accessibility.

## Social media accessibility

- Provide contact details in social media profiles
- Use hashtags and @mentions at the end of a post
- Use alt-text or image descriptions when posting pictures
- Leave the link to the website at the end of the post
- Share videos that include captions or transcripts
- Write hashtags in camel case. For example, #AssistiveTechnology
- Add audio transcripts to podcasts
- Ensure that images with texts have good colour contrast
- When possible, add the option of descriptive audio to videos

## 11. Role of partners

All partners are responsible for delivering AT2030 comms objectives alongside GDI Hub. Partners are asked to work with GDI programme managers and the comms manager to maximise output and ensure timely and consistent comms messaging.

## **Project partners can contribute in the following ways:**

### **1. Make sure that successes, learnings and partnerships are communicated**

- What type of content will be interesting to share with local or global audience?
- How can you use AT2030 partner channels to promote your work?
- What types of campaigns can we do? E.g. International Day of Persons with Disabilities, WUF
- Which actors should be reached out?
- How will the comms help reach our impact goals?
- Who in the team should be notified about it

### **2. Create content for communications**

- Such as interviews, news articles, blog posts, social media campaigns, photo galleries, videos, engagements with the press, leaflets, banners and printed material, newsletter content.

### **3. Share knowledge and track impact**

- Connecting research and communications
- Identify how to best communicate achievement and learnings
- Identify how to showcase impact of AT2030 in your organisations and your wider work

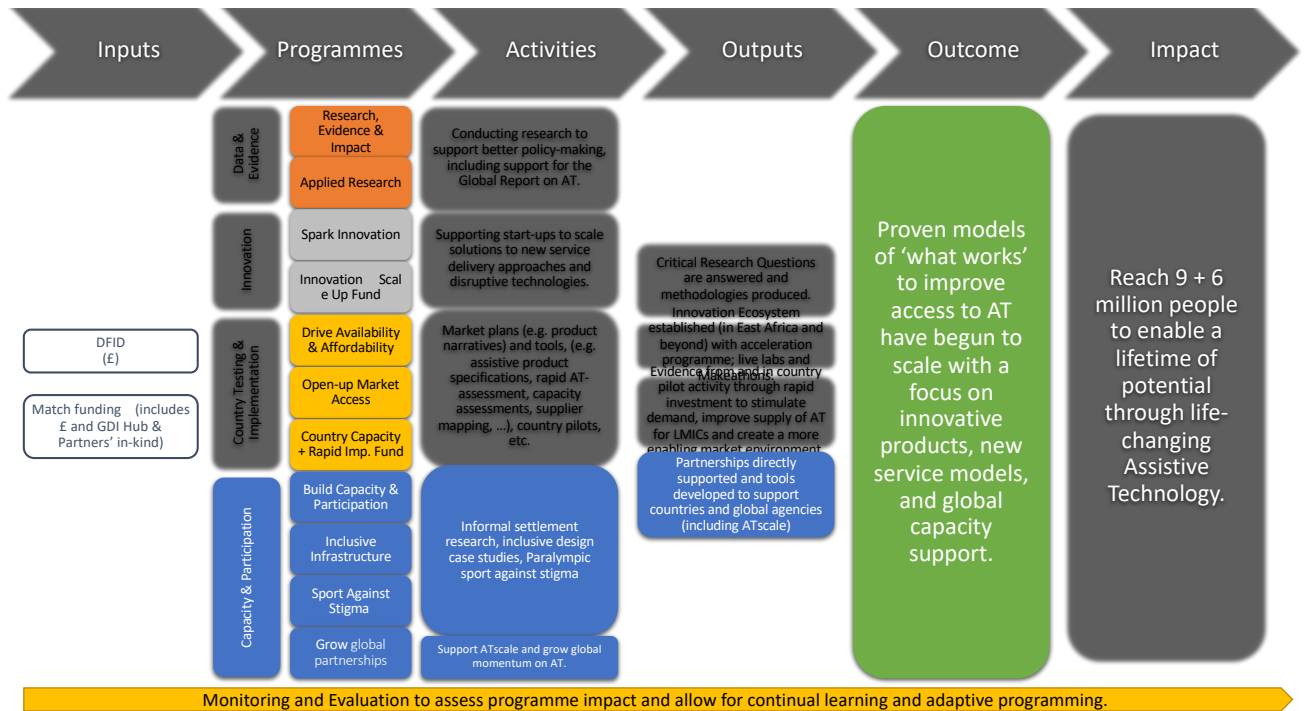
- Gather formal and informal feedback to show comms success e.g. quotes from participants, social media engagement, media hits, newsletter responses and other

### **Ways of working**

- Regular communication sharing between teams
- Co-design of comms timescales for each subprogramme
- Co-design of comms plan for key programmes
- Agreed project comms outputs
  
- Identifying resources needed
- Capturing the reach and impact of comms
- Sharing successes
- Report back to other partners and funders

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## Appendix: AT2030 Theory of Change (combined for £20m)



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