



COMMUNICATION PLAN 2025-2027



Developed Access to Rural Water supply and sanitation in Luang Prabang
Phase 2 - **DEAR Water 2** project

This project is supported by:



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Current Situation/Background

Confluence is a French association under the 1901 law, located in the Centre Region and active in Luang Prabang Province, Laos. Formerly known as Tambours de Bronze, Confluence was founded in 2012 and specializes in access to water and sanitation in rural areas. It operates primarily within the framework of decentralized cooperation between the Centre-Val de Loire Region and the Luang Prabang Province. Since its creation, the association has implemented four significant projects, including the DEAR Water Luang Prabang (2019–2023) and DEAR Water Luang Prabang II (2024–2027) projects, co-financed by the Centre-Val de Loire Region, the French Development Agency, and the Loire Bretagne Water Agency. The association is run by a volunteer office and has a permanent team of six people based in Luang Prabang.

With the DEAR Water I and II projects, the association has taken on a new dimension and has since embarked on a dynamic of professionalization. With this in mind, the association is now seeking to develop and professionalize its communications. Confluence has thus recently launched a public website and a LinkedIn page. However, the association lacks a structured communications plan to facilitate regular communication.

The DEAR Water project 2 aims to improve the living conditions of rural populations through secure access to good quality water and managing its usage. The project is based on the implementation of the principles of concerted and integrated water management, involving all local stakeholders and guaranteeing balanced and reasoned management of the resource, as well as sustainable access for all. The project has four specific objectives:

- Establish conditions to ensure the sustainability of water resources
- Secure the supply of water to the collection point
- Facilitate the adoption of hygiene practices and safe water management by communities, while minimizing the risks to the environment
- Foster ownership of the project's challenges by the stakeholders and get the general public to learn more about them.

This communication strategy and work plan aim to promote the work and achievements of Confluence through the DEAR Water 2 project from July 2025 to the project's completion in mid-2027.

Overall communications objectives

By strengthening its communication, Confluence pursues **four communication objectives** to improve its external communications at the local, regional, and international levels:

1. Promote Confluence as a leading technical operator in the field of water access in rural areas of Laos;
2. Highlight Confluence's project results for enhanced visibility to support wider communication of development results and best practices, particularly the DEAR Water 2 project;
3. Raise awareness across key target audiences of the challenges of water access in Laos;
4. Outline the inclusion of DEAR Water 2 project in a long-term support to the provincial water access sector through the decentralized cooperation framework.

Other objectives include:

- Build a digital presence for Confluence, outlining clear objectives for each platform, target audiences, and content strategies in line with the project objectives;
- Increase Confluence visibility in France to support new members' recruitment;
- Increase project awareness and understanding among key target audiences and how it addresses threats to water resource management and the improvement of living conditions of local communities;
- Increase donor visibility in water access initiatives and promote decentralized development cooperation projects.

Key messages

Strategic objectives	Key Messages
Promote Confluence as a leading technical operator in the field of water access	<ul style="list-style-type: none"> • Confluence has been working in the areas of water and sanitation in Laos since 2009. It capitalized on its experiences and benefitted from strong local partnerships to conduct innovative projects at various levels. • In its projects, Confluence applies a comprehensive approach to access to water: water source management, infrastructure development and governance, promotion of safe domestic water use for communities and the environment. • As part of the DEAR Water 2 project, the association aims at promoting access to water within the frame of integrated water resource management. • Confluence works closely with local authorities on a participative methodology for diagnosing the situation of water catchment and potential risks, and developing a plan to protect these resources at different scales (village or watershed).

	<ul style="list-style-type: none"> • Confluence pay particular attention to the gender dimension in access to water, by reinforcing women participation in water access governance and monitoring, and using water access to improve women health (menstrual hygiene). • Confluence projects are built and implemented in collaboration with local authorities and communities.
<p>Highlight Confluence’s project impacts, achievements and results for enhanced visibility to support wider communication of development results, through the implementation of the DEAR Water 2 project</p>	<ul style="list-style-type: none"> • The DEAR Water 2 project, implemented by Confluence with the technical support of GRET, aims to improve water and sanitation access in 10 villages of three districts of Luang Prabang, supporting the construction or rehabilitation of gravity-fed water networks and sanitation facilities. • For access to water, the preferred option is gravity-fed networks due to the mountain relief and availability of water resources, the low investment cost and ease of maintenance. Other options, featuring solar pumps to reduce operation costs are also implemented where GFSystems are not feasible. • The project fully meets the targets of Sustainable Development Goal (SDG) 6 “Clean water and sanitation” (“Ensure availability and sustainable management of water supply and sanitation for all”), whether in terms of equitable access for all to drinking water, sanitation and hygiene services (6.1 and 6.2), improving water quality (6.3) and rational use of this resource (6.4), in particular by ensuring the protection of water-related ecosystems (6.6) and by more broadly implementing the principles of integrated water resource management (6.5). • This project aims to contribute to the fight against poverty in rural communities through sustainable access to drinking water, as well as the establishment of sanitation facilities and safe hygiene practices. • The DEAR Water 2 project aims to improve the governance of water infrastructures to ensure sustainability through village water committees training. • The project uses access to water as a leverage to improve communities’ health, through hygiene education and private latrines construction (sanimarketing).

	<ul style="list-style-type: none"> • The sanimarketing approach, promoting acquisition of standardized and subsidized latrines by households, ensure latrines use by households. • The emergence of networks with private connections and meters, initiated in Luang Prabang Province by the project, appears relevant in a context of scarcity of water resources since it encourages a more rational use of water by households. The payment of water by households also allows water committees to fund the long-term maintenance of the infrastructure. The governance of these networks, new for the authorities and communities, however requires long-term support • Confluence long term action aims at supporting and reinforcing the Luang Prabang Department of Health and district health offices in their role of providing access to water to rural communities, and in taking into account new stakes in their strategy for access to water and sanitation. • The new partnership with the University of Toulouse will provide data on the impact of waste water on water streams downstream of rural villages.
Raise broader public awareness of the challenges of water access and water scarcity in Laos	<ul style="list-style-type: none"> • Access to drinking water and sanitation for communities living in rural areas of Laos continues to pose a substantial challenge for the government, despite efforts already undertaken. Communities often have to manage water and sanitation in their villages alone, which leads to problems in terms of service quality and infrastructure sustainability. • Rural communities, especially those in mountainous regions, face significant challenges in accessing safe and reliable water sources. • Limited infrastructure, poor road conditions, and a lack of sustainable water and sanitation management systems exacerbate these issues. • Safe drinking-water, sanitation and hygiene are crucial to human health and well-being. Safe WASH is not only a prerequisite to health, but contributes to livelihoods, school attendance and dignity and helps to create resilient communities living in healthy environments.

	<ul style="list-style-type: none"> • Low population density and difficulty of access in rural areas make it impossible and too costly for the Lao Government to offer a centralized service for access to water. Instead, it promotes small scale, local and community managed water infrastructures for access to water in rural villages. • Access to water and sanitation remains a major challenge in Laos. Despite the country's efforts to improve strategies and policies in this area since the 2000s, only 85% of the population had basic access to water and 75% had basic access to sanitation in 2017, according to the Lao Social Indicator Survey (LSIS). • More than 43% of the rural population consumes water with a “very high” risk of faecal consumption, compared to only 18% of urban households. In terms of sanitation, rural areas also remain more deprived. Only 64% of rural households had improved sanitation infrastructure in 2017, compared to 94% of urban households. Similarly, in 2017, 32% of rural households practiced open defecation compared to only 4% in urban areas. • Many villages face seasonal water access problems. Increasingly long droughts and pressure on watersheds from agricultural activities and breedings are leading to more frequent drying up of springs and seasonal water shortages. The percentage of households with safely managed water access (9% in rural areas) is indicative of these difficulties. • Due to challenges of accessing water in some villages, the use of latrines is not guaranteed. • Protecting water resources and land is crucial to allow a safe and reliable water access for villagers. • The drying up and contamination of water sources have become the main threats to the sustainability of access to water. In addition to the impacts of global warming, the reduction in forest cover due to agricultural activities is weakening the water supply networks.
Outline the inclusion of DEAR Water 2 project in a long-term support to the provincial water access sector through decentralized cooperation framework.	DEAR Water 2 project is included in Region Centre-Val de Loire (RCVL) decentralized cooperation with Luang Prabang Province (which celebrates 20 years of partnership in 2025), fostering a long-term support process to local authorities on water access issues , and more broadly, on territorial and water management. Indeed, it’s an appropriate framework to exchange on common stakes, as both territories are marked by rivers and water areas and must cope with related issues such as rising pressure on water sources.

	<p>Confluence is the long-term implementing partner of this cooperation, promoting expertise exchange with innovative actions, notably regarding water networks governance and catchment area management. Not only it allows better consideration of water access evolving issues for Luang Prabang province but also, by fueling the reflections, it offers for RCVL an international opening to its water strategy. Indeed, RCVL is aiming to play a greater role as a facilitator in the territorial public debate on water resources management. Beyond the authorities' scale, Confluence is willing to take part in the regional associative dynamic, by inspiring Centre-Val de Loire actors working in water access, as the cooperation provides diffusion means to DEAR Water 2 through regional networks.</p> <p>As Confluence is deeply linked to the RCVL, both sides working together on multiple water access projects for 15 years, this enduring frame reinforces the sustainability of Confluence interventions, particularly needed for the follow up of water networks. It also serves to build a trusting relationship with local authorities and communities.</p> <p>The decentralized cooperation frame allows Confluence to reach important and diversified funds, enabling the implementation of ambitious projects such as DEAR Water 2, financed by the FICOL, an AFD funding facility dedicated to local authorities.</p>
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Target audiences

The association's target audience is primarily international, including French. While the association does not seek donations, it does require structured visibility to inform about its existence and activities, and to recruit new members. The association also aims to raise awareness among the Lao general public about the challenges of access to water. Confluence strongly values the active participation of beneficiary communities in its communications.

The stakeholders identified are individuals, groups or organisations of influence, whose consideration, support, and advocacy are critical to maximise the potential benefits of the project. Their meaningful participation and ongoing support are key.

Target Group	Description
DEAR Water 2 Project donors	Agence Française de Développement (AFD), Région Centre-Val de Loire, Agence de l'Eau Loire Bretagne
	National:

Lao Government	Ministry of Health (central Namsaat) Local: Provincial Department of Health (Province Namsaat) District Health Office (District Namsaat) Governor office of Luang Prabang Province Provincial Agriculture and Forestry Office Provincial Office of Natural Resources and Environment
Local Communities	Project beneficiaries, local residents, target villages and schools
Development partners/NGOs	Development agencies: World Health Organization, France Volontaires, UNICEF NGOs: GRET, Association Aide au Développement de Villages au Laos (ADV Laos), Lao Red Cross, Aquassistance, CCL, Sourires d'enfants, SFE
Press/Media	Print newspapers (Vientiane Times, Vientiane Mai) Television (Lao National TV) Online newspapers (Laotian Times) The media/press has influence in shaping public opinion and understanding on the issues around water access, water scarcity and water resource management. In Lao PDR, it is one of the official means of information sharing.
Academia	Students, teachers, and researchers that have an interest in the field of water access and integrated water resource management through the partnership between the University of Toulouse (France) and the Souphanouvong University of Luang Prabang.
General public (Lao and international)	A very broad type of audience which includes various groups differing by factors like age, class, income, gender, ethnic origin, ability, etc.

Communication strategy

Given the diversity of the target audiences, using a media mix is essential in delivering key messages of the DEAR Water 2 project and Confluence. This approach leverages the strengths of different media platforms to effectively deliver key messages and achieve Confluence communication objectives.

Six communication channels have been selected to target messaging according to the audience, maximize reach, and increase engagement:

1. Print materials
2. Social media platforms (LinkedIn, Facebook, Instagram)
3. Website
4. Press releases in newspapers

5. Face-to-face events
6. Newsletter

Each selected channel is detailed in the communications tools/activities part and the implementation plan.

Communications must:

1. Use accurate and factual information;
2. Be properly planned and sequenced, but also capitalize on any appropriate opportunities that may arise;
3. Adopt, where appropriate, a storytelling approach that emphasises the impact of the action on individual lives;
4. Be produced in dual language (French/English) for LinkedIn posts, while Facebook posts will be mainly in Lao and English to reach the Lao general public.

For social media posts, while donors do not require systematic acknowledgement for their contributions to the funded project, publicly acknowledging donors demonstrates transparency and accountability, showing how funds are being used. Donors are also interested in understanding the impact of their contributions. Partner logos and donors' tags are to be appropriately used to acknowledge the financial or technical contribution to the project.

Overall social media strategy

- Create engaging social media content that meets Confluence objectives and follows the organization's branding
- Social media monthly calendar and content ready in advance
- Regularly respond to comments to ensure engagement and increase followers. Always ensure we have the correct information before responding
- Positive comment: thank them, give them a shout-out when appropriate.
- Inquiry: respond with quick facts. For more detailed inquiries, direct them to message or email.
- Social media hashtags should be used at the bottom of posts to increase the reach of posts and introduce the page to new audiences.
- Identify and work with a Lao KOL/influencer, particularly focusing on raising awareness on water conservation, hygiene practices, and promoting gender equality to reach the youth and the Lao general audience.

Proposed hashtags to be used according to the post topics		
#AccessToWater	#AccessToSanitation	#HygienePractices
#CleanWater	#WaterSystems	#HygieneAwareness
#SustainableWater	#TechnicalExpertise	#ConfluenceLaos
#GravityFedWater	#WaterNetworks	#SecuringWaterAccess

#WaterResourceProtection		
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Proposed communications tools/activities

Print materials and Press

Any material created for dissemination must bear the partner logos to acknowledge financial and technical contributions and require approval from all parties prior to production.

Activity 1: Project brochure/leaflet – The print material will easily communicate Confluence’s project overview and objectives, achievements, key figures, best practices, and lessons learned. This project brochure will eventually be produced at mid-project and/or at the project’s completion.

Activity 2: Posters - Posters produced for community outreach activities will address key topics related to the project’s activities: water resource protection, sanitation, hygiene education, clean water, water saving.

Activity 3: Press releases (PR) will be prepared in coordination with Confluence, donors, and project partners for major activities, events, steering committee meetings, and milestones related to the project, highlighting Confluence and its partners’ mission in achieving project objectives. PR will be published in national print newspapers, such as The Vientiane Times (English language) and Vientiane Mai (Lao language), as well as online newspapers, including The Laotian Times. These initiatives and milestones will also be communicated via Confluence social media channels.

Social media and website

A social media content calendar will be submitted monthly for review and approval by Confluence and to be posted on the selected social media platforms: LinkedIn, Facebook, and Instagram.

Content developed for Confluence social media channels is available to donors and partners including the Agence Française de Développement (AFD), GRET Laos, Ambassade de France au Laos, Région Centre-Val de Loire, and Agence de l’eau Loire-Bretagne communications teams, so that they are aware of social media promotions and can share or adapt the content via their own social media platforms as appropriate.

Activity 4: LinkedIn

All content developed for Confluence LinkedIn page (mainly in French), including captions and photos, is reviewed and submitted to Confluence before publication. Content created for LinkedIn will be generally longer than content for Facebook, providing more in-depth and professional analysis for users seeking valuable information and expertise.

Donors and relevant entities are tagged in every LinkedIn post whenever relevant to the DEAR Water 2 project to strengthen partnerships, increase the reach of posts, and introduce pages to new audiences.

Organizations LinkedIn page	Number of followers
Confluence LinkedIn page	126 followers
AFD LinkedIn page	434K followers
GRET LinkedIn page	60K followers
Région Centre-Val de Loire	41K followers
Agence de l'eau Loire-Bretagne	16K followers

Activity 5: Facebook

All content developed for Confluence Facebook page (dual language Lao and English), including captions and photos, is reviewed and submitted to Confluence before publication. Posts created for Facebook will be shorter with compelling visuals to catch the attention of the general public.

Donors and relevant entities are tagged in every Facebook post whenever relevant to the DEAR Water 2 project, aiming to strengthen partnerships, increase the reach of posts, and introduce pages to new audiences.

Facebook channel of donors and partners	Number of followers
Confluence	128 likes 152 followers
Agence Française de Développement - AFD	275K likes 345K followers
Région Centre-Val de Loire	82K followers
Agence de l'eau Loire-Bretagne	3K followers
GRET Laos	317 likes 617 followers
Ambassade de France in Laos	23K followers

Activity 6: Instagram

An Instagram account will be created to showcase high-quality and impactful photos, providing short updates on project activities, raising awareness about Confluence's mission, and highlighting human-interest stories. These posts, mainly written in French, can be relayed by the donors, including the AFD, Région Centre-Val de Loire, and Agence de l'eau Loire-Bretagne, which have a strong online presence through their social media platforms.

Instagram channel of donors and partners	Number of followers
Agence Française de Développement - AFD	32,6K followers
Région Centre-Val de Loire	56,1K followers
Agence de l'eau Loire-Bretagne	1097 followers
GRET	1043 followers
Ambassade de France au Laos	1344 followers

Activity 7: Website - [Confluence's public website](#) will be updated regularly based on the activities of the association and the DEAR Water 2 project implementation progress. Press releases, reports, newsletters, and news articles will be developed in French and English, and published on the website and shared on Confluence social media channels.

Newsletter

Activity 8: Newsletter

Confluence leads the editing and distribution of a bi-annual newsletter to inform stakeholders about the project's progress, timelines, challenges, and promote the project's goals, achievements, and success stories.

Events (face-to-face)

Activity 9: Events

Events offer opportunities to engage with project partners and stakeholders, build relationships, inspire action and provides a platform to showcase Confluence's work.

At the end of the DEAR Water 2 project, a national seminar on water resources management and protection will be organized with all project partners, as well as other organizations involved in this field in Laos. Managing water resources has become a priority for the Lao government, as well as for several actors of international cooperation (Comité de Coopération avec le Laos in the Nam Sa Basin, Gret/Lao Consulting Group within the framework of the SWAN project, etc.).

Field visit to the project site by the Région Centre-Val de Loire is planned for December 2025 to promote the decentralised cooperation with Luang Prabang province as well as a study tour by a Lao delegation to the Région Centre-Val de Loire.

To raise awareness on water resources issues in Laos and beyond, the opportunity to organize an "ECSI : Éducation à la Citoyenneté et à la Solidarité Internationale" workshop in Luang Prabang is being studied, mixing educative tools, DW2 project communications, and more playful activities. The world water day can be a good occasion. The potential places can be Institut Français, Heuan Chan, or simply a school class.

To ensure ownership of the project by local communities and district authorities, community outreach activities and awareness campaigns will be conducted in targeted villages on the following subjects:

- water resource protection and management

- purification systems for drinking water
- sanitation
- waste water management
- hygiene practices and water saving

Implementation plan and timeline 2025-2027

Communication work plan 2025-2027

Output/impact	Activity	Target audience	Key messages	Frequency	Responsibility
	Social media				
Increased visibility and engagement in the field of water access in rural areas of Laos	<u>LinkedIn</u>	Donors, development partners, NGOs, media, academia, general public at international level	Highlight Confluence's project progress, results, methodology, best practices, mechanisms for governance of water services in rural areas of Laos, sanimarket approach to develop latrines in villages. Success stories from the project beneficiaries.	3 to 4 posts per month	Comms consultant with the support of Confluence to provide technical information and project updates
Increased awareness and understanding of Confluence mission in improving access to water in targeted villages, water scarcity and water resource protection	<u>Facebook</u> In the form of posts, stories or reels	Donors, Lao Government, development partners, NGOs, media, academia, Lao and international general public	Raise awareness of the issues of access to water in Lao PDR, water scarcity and water resource protection. Rural communities, especially those in mountainous regions, face significant challenges in accessing safe and reliable water sources.	3 to 4 posts per month	Comms consultant with support of Confluence to provide project news. Confluence for Lao translation
Increased awareness and understanding of water access challenges in rural Laos	<u>Instagram</u> In the form of photos highlight, stories or reels	Donors, development partners, media, academia, international and Lao general public	Promote Confluence's project progress, results and best practices and how it contributes to the fight against poverty in rural communities through sustainable access to safe water, as well as the establishment of sanitation facilities and safe hygiene practices.	3 to 4 posts per month	Comms consultant with support of Confluence to provide project news.

			<p>Protecting water resources and land is crucial to allow a safe and reliable water access for villagers.</p> <p>The drying up of water sources has become one of the main threats to the sustainability of access to water.</p> <p>Highlight success stories from the field.</p> <p>Identify and work with a Lao KOL/influencer particularly focusing on raising awareness on water conservation, hygiene and gender equality.</p>		
Increased online visibility of Confluence actions towards water access in rural areas of Laos	Website	Donors, development partners, NGOs, media, academia, general public at international level	Promote Confluence's project progress, results and best practices	Monthly updates	Comms consultant with the support of Confluence for technical information
	Print materials				
Enhanced understanding of the DEAR Water 2 project's objectives	<u>Project brochure/leaflet</u>	Donors, Lao government, development partners, NGOs, academia	Confluence's project overview and objectives, achievements, key figures, best practices and lessons learned.	1 brochure at project completion in 2027	Comms Consultant with the support of Confluence for the technical content
Increased understanding of the thematic areas addressed to achieve	<u>Thematic posters</u>	Lao government, local communities, students, donors	Posters produced for community outreach activities and addressing key themes: access to water, access to	According to outreach activities	Graphic designer for the

goals in terms of access to water, access to sanitation and hygiene education			sanitation and hygiene education, water resource protection		layout and design
Enhanced visibility of project results, access to water challenges	Press Releases	Donors, development partners, NGOs, Lao government, media, academia, general public at international level	Communicate on project milestones and achievements, steering committee meetings, key initiatives, success stories	Scheduled according to key events	Comms Consultant with the support of Confluence for the technical content
	Events				
Strengthened visibility of the region's action in Laos and political partnership around water issues.	<u>Région Centre-Val de Loire's delegation visit</u> to Luang Prabang	Donors, Lao government (provincial and district authorities)	Promote the decentralized cooperation between Luang Prabang province and the Région Centre-Val de Loire and highlight the contribution of the region in the field of access to water in rural areas in Laos. Foster exchanges and sharing of experiences.	December 2025 (Date TBC)	Confluence with the support of Comms consultant
Strengthened partnership between Luang Prabang province and the Region Centre-Val de Loire	<u>Lao delegation visit to Région Centre-Val de Loire</u>	Lao government, donors	Highlight the decentralized cooperation between Luang Prabang province and Region Centre-Val de Loire. Foster exchanges and sharing of experiences.	2026 (Date TBC)	Confluence
Increased understanding of water resource management and bringing	<u>National seminar</u> on water resource management and protection	Donors, development partners, NGOs, Lao government, media, academia, general public	Protecting and managing water resources has become a priority for the Lao government, as well as for several actors of international cooperation	One seminar at the end of the DEAR Water 2 project in 2027	Confluence to lead with the support of comms consultant

stakeholders around key themes					
Increased awareness and understanding on clean water sources, water resource protection, sanitation and hygiene education	<u>Community outreach activities</u>	Students, village primary schools, local communities, local authorities	<p>Awareness campaigns to sensitize on:</p> <ul style="list-style-type: none"> - water resource protection and management - purification systems for drinking water - sanitation - waste water management - hygiene practices and water saving <p>For schools: comprehensive hygiene awareness program tailored for young children, employing playful learning techniques and visual aids to impart straightforward messages on personal hygiene, preventive measures against fecal contamination, and the significance of clean water sources.</p>	Scheduled throughout the project implementation period	Confluence
Increased visibility of Confluence as a leading technical operator in water access	<u>Key seminars and workshops</u>	Donors, development partners, NGOs, Lao government, media, academia, general public	Take part in meetings and workshops nationally and regionally to promote Confluence as a leading technical organization in access to water	Scheduled according to relevant events	Confluence
	International Conservation Days				
Increased awareness and understanding in the field of water access, sanitation	World Water Day	Donors, development partners, NGOs, Lao government, media, academia, local	World Water Day 2026 will focus on water's role in gender equality.	22 March 2026 and 22 March 2027	Comms consultant

and hygiene in rural areas of Laos		communities, general public	<p>Highlight the contribution of Confluence in securing water access in rural areas. Use this as an opportunity to bring up what the project has achieved.</p> <p>Advocate for the sustainable management of freshwater resources and raise awareness of the 2.2 billion people living without access to safe water.</p>		
	World Hand Hygiene Day		<p>Highlight the project contribution in improving hygiene practices in target villages.</p> <p>Raise awareness about the importance of handwashing to prevent the spread of diseases.</p>	5 May 2026 and 5 May 2027	
	World Toilet Day		<p>Highlight the contribution of Confluence in securing water and sanitation access in rural areas.</p> <p>Raise awareness on the global sanitation crisis</p>	19 November 2025 and 19 November 2026	
	Newsletter	Donors, development partners, NGOs, academia	Communicate on project's progress, challenges, best practices and lessons learned	2 per year	Confluence

Evaluating success

Monitoring and Evaluation

The following Monitoring and Evaluation framework will help assess the success of communication and visibility activities carried out by the communications consultant and Confluence.

Online (social media and website)

Activity	Purpose	Key Performance Indicator
1 LinkedIn	To share what the project has achieved, best practices, field visits, meetings, outreach activities	- Number of people reached - Post engagement - Page likes - Number of followers
2 Facebook	To communicate on the ground progress on project activities from the perspective of field staff/project beneficiaries, success stories	- Number of people reached - Post engagement - Page likes - Number of followers
3 Instagram		- Number of people reached - Post engagement - Number of followers
4 Website	To highlight Confluence's project progress, results and best practices and increase online visibility of actions towards water access in rural areas of Laos To cross-share press releases and articles on both social media and Confluence website	Number of visitors Number of page views

Print materials

Activity	Purpose	Key Performance Indicator
Project brochure/leaflet: to be distributed to donors, Lao government, development partners, NGOs, academia	To explain the project, its purpose, goals, and actions, share the best practices on how Confluence achieved secure access to water in targeted villages	Number of brochures printed and distributed

Thematic posters: to be displayed at offices, schools, villages and events	To explain and address the topics during outreach activities: access to water, access to sanitation, hygiene education	Number of posters printed and displayed
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Press

Activity	Purpose	Key Performance Indicator
Press Releases	To communicate on project milestones, meetings, events or conservation days of significance.	Number of published news articles in newspapers

Events (Face-to-Face)

Activity	Purpose	Key Performance Indicator
National seminar	To increase understanding of water resource management and bringing stakeholders around key themes for Lao PDR	Number of attendees
Community outreach activities	To raise awareness of water access, water resources protection, sanitation and hygiene education	Number of attendees
Study visits by the Région Centre-Val de Loire and Luang Prabang provincial authorities	To strengthen partnership and cooperation between Luang Prabang province and the Region Centre-Val de Loire	Number of visits and attendees
Events on conservation days	To raise awareness of the conservation day and its importance	Number of attendees
Key events and workshops	To take part in workshops and seminars nationally and regionally to promote Confluence as a leading technical operator in the field of water access	Number of attendees

Newsletter

Activity	Purpose	Key Performance Indicator
Bi-annual newsletter	To promote the project's progress, challenges, best practices and lessons learned	Number of newsletters issued Number of emails delivered