

Localising Communication Strategies: From Global Commitments to Local Realities (Extract From Communicating for Change: Strategic Communication for Social & Development Impact*)

Frameworks Local Partnerships Community Voices



**Reimagining communication
as a tool for **local leadership,**
ownership, and authenticity.**

Luwaga Gyaviira
Email: hello@glutconsult.com
Mobile: +256 785 168 939
<https://glutconsult.com>

Key Insights

Global commitments like the Grand Bargain and GRF are changing how communication operates. The question is no longer *what message should we deliver?* but *whose message should we amplify?*

Global Frameworks Shaping Localisation

The Grand Bargain (2016): Calls for at least 25% of humanitarian funding to reach local/national actors directly.
→ Implications for communication: equitable partnerships, capacity sharing, and locally-led storytelling.

The Global Refugee Forum (GRF): Encourages refugee participation and partnerships with locally run refugee-response organisations (RROs). → Puts communication leadership in the hands of those directly affected.

What Localisation Means for Communication

Moving from message delivery → to message co-creation

From donor-driven narratives → to community-authored stories

From visibility outputs → to trust-based engagement

Localisation in Practice

Localising communication is not just a technical adjustment—it's a paradigm shift. As practitioners, we must build communication ecosystems that are owned and sustained by local voices.

01

Localisation in Practice

IFRC Localisation & Partnership Roadmap: Communication as an enabler of community accountability.

The Gambia (SDG Localisation): Municipalities co-created campaigns in local languages, using community theatre—boosting engagement and trust.

Ukraine (Responsible Partnerships): Locally-led messaging navigated sensitive narratives with contextual intelligence.

03

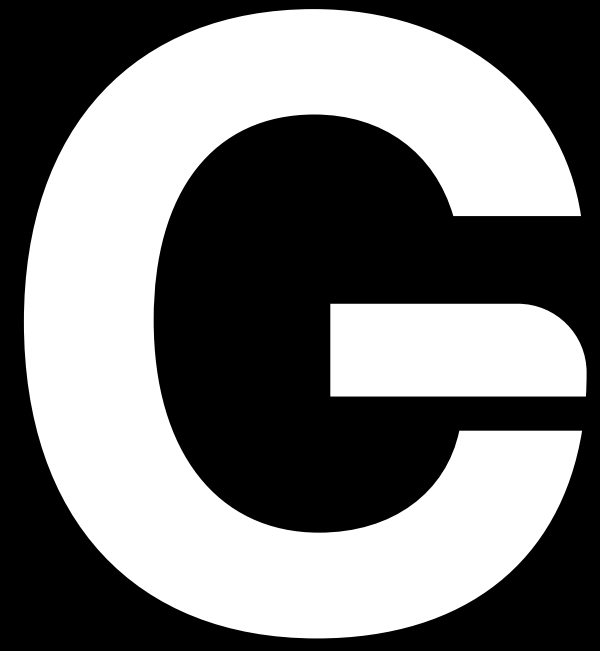
Looking Ahead

I'll share key snippets from this chapter — spotlighting tools and insights to help design **locally-led communication strategies**.

04

Let's Reflect Together

How are we shifting communication leadership to local actors?
What does shared narrative ownership look like in your context?
How can we align global coherence with local authenticity?



Gyaviira Luwaga- <https://glutconsult.com>

Join me over the next few days as I share
strategic insights and practical takeaways
from this journey drawn from my book.