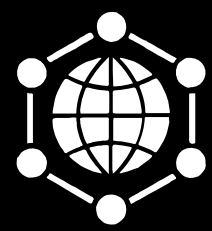


From Translation to Transformation: Principles for Localising Communication

Frameworks

Local Partnerships

Community Voices



**Localising Communication
Beyond Translation, Toward
Ownership.**

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Core Principles

Localising a communication strategy is not just about language — it's about shifting **power, process, and participation** to ensure that communication is **shaped, led, and owned** by local actors.

Co-Creation from the Outset — Involve communities early in defining needs, audiences, and channels. (e.g., Uganda's Refugee Engagement Forum boosted trust in COVID-19 messaging)

Equitable Partnerships — Dismantle hierarchies; co-brand and co-own strategies. (*Ukraine's Responsible Partnerships shared budgets & data*)

Cultural & Linguistic Resonance — Go beyond translation to reflect local idioms, humour, and storytelling. (*Peru's refugee theatre connected communities deeply*)

Decentralised Decision-Making — Empower local actors to act swiftly. (South Sudanese radios pivoted messaging during floods)

Integrated Traditional & Digital Media — Blend trusted offline channels with digital tools. (*Nepal's FM + Facebook dual model*)

Sustained Capacity Strengthening — Invest in long-term local production, skills, and systems. (*Peru's digital storytelling training built self-reliance*)

Operationalising Localisation

Localisation only becomes real when embedded across the communication cycle — from context analysis to MEL. The process is iterative, adaptive, and rooted in local leadership

01

Local Context & Power Analysis

Map influencers, media channels, and social networks. Example: Gambella (Ethiopia) mapping revealed women's faith networks as vital communication channels.

02

Co-Design with Local Actors

Establish joint committees and shared roles e.g., Zaatari Camp (Jordan) co-designed hygiene campaigns → boosted participation.

03

Flexible & Shared Budgeting

Fund core costs and allow rapid local adaptation. For example, in South Sudan community radios used block grants for flood alerts.

04

Local Content Creation & Multi-Channel Delivery

Train and resource local communicators. For example: Peru refugee collectives blended live events with social media campaigns.

05

Participatory Monitoring, Evaluation And Learning (MEL)

Involve communities in defining indicators and reviewing outcomes. e.g., Cox's Bazar "communication scorecards" improved message clarity and trust.

06

Institutionalise Localisation in Policy

Embed localisation benchmarks, budgets, and accountability measures. For example, Sweden's localisation policy linked donor funds to local partner leadership.



Analysis



Co-design

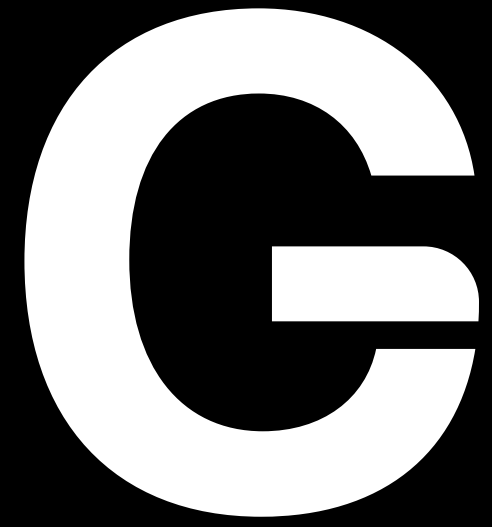


Budget

Implementation checklist

Implementing a Localised communication approach is about co-design, co-budgeting, flexible budgeting, shared content creation, shared monitoring and evaluation; and institutionalising localisation benchmarks in policy to support local participation.

Area	Key Question	Example from Practice
Context Analysis	Have local influencers and media been mapped?	Refugee-led mapping in Gambella (Ethiopia) identified women’s faith networks.
Co-Design	Are local actors part of decision-making from the start?	Joint design committees in Zaatari (Jordan).
Budgeting	Does funding include flexible, core support?	Block grants to South Sudanese community radios.
Content Creation	Are local communicators leading production?	Peru refugee collectives created multi-platform campaigns.
MEL	Is monitoring participatory and adaptive?	Refugee scorecards in Cox’s Bazar improved trust.
Institutionalisation	Are localisation benchmarks embedded?	Sweden’s localisation policy tied funds to local leadership.



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Localisation is a transformative practice, not a token gesture. When embedded in planning, budgeting, and evaluation, it ensures communication is authentic, equitable, and sustainable