

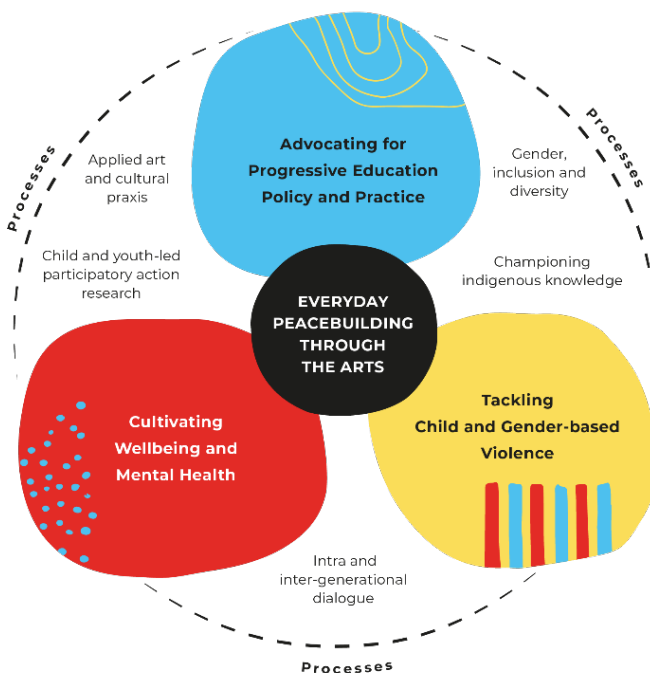
TALKING BACK

‘Talking Back’ sought to improve the Mobile Arts for Peace (MAP) website (<https://map.lincoln.ac.uk/>), by focusing on how to best communicate our work for policymakers such as national ministries, UN agencies, researchers, and potential future funders. The work undertaken has improved the discoverability of the research, as well as how to showcase outputs such as Policy Briefs and Creative Outputs e.g., images etc.

University of Lincoln research has:

- ➔ 1) Reorientated and re-structured the website for specific external target audiences, including developing user journeys and integrating calls to action.
- ➔ 2) Started to develop a resource library using a Document Library pro plugin (this necessitated creating the website in a new WordPress theme).
- ➔ 3) Developed training resources for project staff (including how to format blogs, change home page sliders & the integration of new Mailchimp newsletters).

MAP Key Themes and Approaches



The website country and project pages are now aligned to the Key Themes and Approaches identified in the diagram above. Users can self-filter according to interest.

Mobile Arts for Peace (MAP) is a 4-year practice-as-research project that aims to work with young people, educators, cultural artists, civil society, and policymakers to inform National Curriculum and Youth Policy using arts-based approaches for peacebuilding in Kyrgyzstan, Rwanda, Indonesia, and Nepal. It is now in its final year and hence the significance of seeking policy level impacts. The improvement of the website was deemed a key part of communicating and seeking a ‘two-way form of engagement’ between project staff, young people and policymakers.

Talking Back (TB) has supported an updated MAP web presence to provide interactive knowledge exchange for young people, policymakers, and stakeholders to publish materials, access resources, learn about MAP modes of engagement, and engage with participants and experts in the field. The site has been designed as a mobile-first practical and interactive application that supports the translation of ideas between key audiences and builds an understanding of the impact of MAP approaches.

Re-structuring the website

As part of the Policy Hub fund, we developed:

1. Key user profiles and journeys for the website, including for UNESCO focal points.
2. A policy influencing strategy aligned with communication approaches.
3. A Key Approaches and Themes Framework so that target audiences can reach material/resources of particular interest. This is built into the categorisation of the website e.g., viewers can search by theme and/or approach depending on their interests.

The focus on external partners such as UNESCO youth, gender, peace, and arts education experts meant that several new web pages needed to be created. These included:

- Communicating our story so far, and future trajectory more clearly (through diagrams)
- Developing a Monitoring Evaluation & Learning (MEL) webpage
- Experimenting with Policy (Art) Briefs – outlining our intentions to bring creative methods into generating and communicating policy recommendations.
- Showcasing our youth researchers and in particular the Youth Advisory Board.

Prior to Phase 2 of MAP (January 2023 onwards) there was no external facing newsletter. As part of the strategy to engage policymakers, we designed and created a [Newsletter](#).

The MAP newsletter launched in June 2023, housed on the website, now has over 155 subscribers!

Developing a resource library

The MAP website was originally using a Divi Builder WordPress site (theme). However, due to the limitations of this, and the UoL's move towards using a Child Theme, in alignment with UoL ICT the MAP website shifted its website to this theme as well. This meant that the categorisation and functionality for the resource library is more comprehensive. MAP resources will now be uploaded and shown according to a new categorisation tree, which allows users to select particular areas of interest. This includes:

- By project
- By country
- By theme and/or approach
- Resources now include;
 - o Project/ evaluation reports
 - o Academic – journals
 - o Academic- book chapters
 - o Photographs/images
 - o Performance videos

IMPACT ON POLICY

- 1) Engagement with key stakeholders such as UNESCO thematic focal points has increased since the development of the website. UNESCO Nepal culture and youth focal points have contributed text and feedback on the new newsletter, strengthening the partnership.
- 2) The MAP - UNESCO partnership is culminating in a National Dialogue on Culture & Arts Education in Kathmandu in September 2023. The website will advertise the event in advance, and also showcase the findings through a blog, and disseminate the Policy briefs, Community Curriculum and Creative Outputs associated with the Dialogue (Roundtable).
- 3) The website will continue to be housed by UoL, and therefore the resource library will exist and be accessible beyond the duration of the funded project. This is important for the sustainability of the project resources.

Principal researcher(s): **Dr Sarah Huxley**
Professor Ananda Breed

Policy briefing #027

October 2023

Contact: SHuxley@lincoln.ac.uk